MIAMI VICE • MURDER SHE WROTE

MAD

IND

No. 261
March 1986

Our Price $1.35 Cheap?

IMAIM VICE

WANTED

GQ

ME WORRY

0 70989 33230 03

WEHK

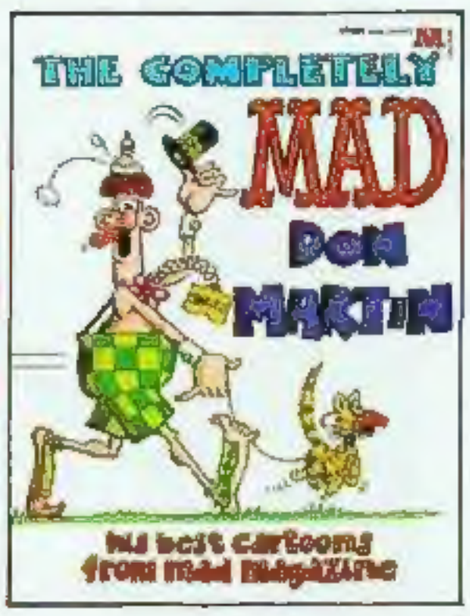
Why Subscribe To Mad?

To Save Money? ABSOLUTELY!
To Get Free Gifts? POSITIVELY!
To Receive A Giant Cash Bonus?
DEFINITELY NOT!

ANNOUNCING A SUBSCRIPTION OFFER SO FABULOUS, IT WILL NOT BE REPEATED ON ANY OTHER PAGE OF THIS MAGAZINE!!!

With A 40 Issue Subscription You SAVE $11.25 And RECEIVE

THE DON MARTIN BIG BOOK



PLUS! Two FREE DON MARTIN Paperbacks And Two FREE MAD Paperbacks Of Our Choice!

With A 24 Issue Subscription YOU SAVE $5.65

PLUS! Get 6 FREE MAD Paperbacks Of Our Choice!

With An 8 Issue Subscription YOU SAVE A Big Fat Nickel!

PLUS! Get 2 FREE MAD Paperbacks Of Our Choice!

485 MADison Avenue MAD New York, New York 10022

--- USE COUPON OR DUPLICATE ---

☐ I enclose $42.75* Please send me the next 40 issues of MAD...*PLUS* THE DON MARTIN BIG BOOK *AND* TWO DON MARTIN PAPERBACKS *AND* TWO MAD PAPERBACKS ABSOLUTELY FREE!

☐ I enclose $26.75* Please send me the next 24 issues of MAD...*PLUS* 6 FREE MAD PAPERBACK BOOKS!

☐ I enclose $10.75* Please send me the next 8 issues of MAD...*PLUS* TWO FREE MAD PAPERBACKS!

☐ CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____ MOTHER'S AGE _____

*Outside U.S.A. (including Canada), $13.75 for 8 issues or $33.75 for 24 issues or $51.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

NUMBER 261 MARCH 1986

MAD

"One of the most strenuous exercises is putting the thought of food to the back of your mind!" —Alfred E. Neuman

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA *editors*
LEONARD BRENNER *art director* **TOM NOZKOWSKI** *production*
CHARLIE KADAU, JOE RAIOLA, SARA FOWLER *editorial assistants*
DICK DE BARTOLO *creative consultant*
GLORIA ORLANDO, M.C. GAINES, TINA HOLLOWAY *subscriptions*
JACK ALBERT *lawsuits* **ANNE GRIFFITHS** *logistics*
CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side Of 16
DICK DePARTMENT
American Express Commercials We'd Like To See 14
DON MARTIN DEPARTMENT
One Tuesday Morning On Easter Island 9
One Wednesday Morning In New York City 21
One Thursday Morning In The Dungeon 42
FAKING A TRIP DEPARTMENT
Enjoy A Mid-Winter Beach Vacation At Home 22
FOPS AND ROBBERS DEPARTMENT
"Miami Price" (A MAD TV Satire) 4
JOKE AND DAGGER DEPARTMENT
Spy Vs. Spy 30
LETTERS AND TOMATOES DEPARTMENT
Random Samplings Of Reader Mail 2
MARGINAL THINKING DEPARTMENT
"Drawn Out Dramas" By Sergio Aragones ..... **
MEET MARKET DEPARTMENT
MAD's Personal Ads 48
MOTION PICKS DEPARTMENT
MAD's Do-It-Yourself "Indiana Jones" Sequel 10
NO SOAP, RATIO DEPARTMENT
MAD's Human Equivalency Scale 38
POLITE SWITCH DEPARTMENT
MAD's 14 Rules Of Good Behavior 28
SLEUTH DECAY DEPARTMENT
"Murder She Hopes" (Another MAD TV Satire) 43
TAKE A POWDER DEPARTMENT
New Uses For Arm And Hammer Baking Soda 31
THE QUEST IS YET TO COME DEPARTMENT
MAD's Great American Scavenger Hunt 12
TUNER FISHING DEPARTMENT
Specialized Cable TV Networks Of The Future 34
UNITED STATUS OF AMERICA DEPARTMENT
A MAD Guide To Yuppies, Yullies And Yuffies 40
WHERE'S THE BEAST? DEPARTMENT
Camouflage Tricks Of Big City Animals 24
WIDE WORLD OF SNORTS DEPARTMENT
"Zonk Me Out At The Ball Game" (A MAD Song Parody) 37

**Various Places Around The Magazine

COVER ARTISTS: WILL ELDER & HARVEY KURTZMAN COVER IDEA: REYNALDO CRUZ

MAD (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADison Avenue, New York, NY. 10022. Second class postage paid at New York, NY. and at additional mailing offices. Subscription in U.S.A.: 8 issues $10.75 or 24 issues $26.75 or 40 issues $42.75. Outside U.S.A.: 8 issues $13.75 or 24 issues $33.75 or 40 issues $51.75. Entire contents copyright © 1985 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 MADison Avenue, New York, NY. 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

VITAL FEATURES

"MIAMI PRICE" (A MAD TV SATIRE) Pg. 4

MAD'S DO-IT-YOURSELF "INDIANA JONES" SEQUEL Pg. 10

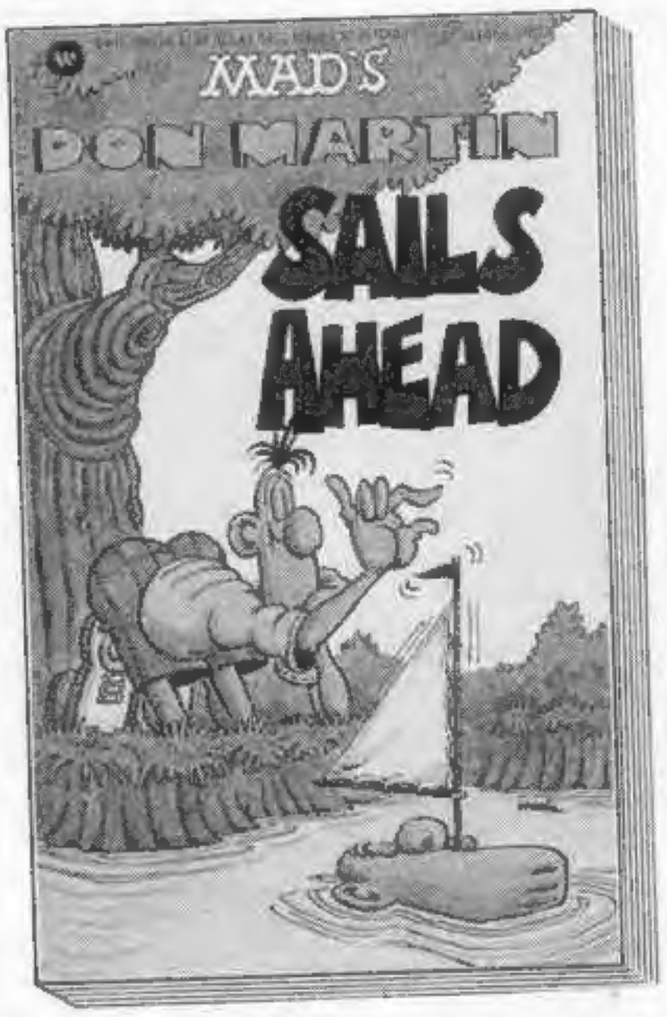
AMERICAN EXPRESS COMMERCIALS WE'D LIKE TO SEE Pg. 14

ENJOY A MID-WINTER BEACH VACATION AT HOME Pg. 22

MAD'S 14 RULES OF GOOD BEHAVIOR Pg. 28

"ZONK ME OUT AT THE BALL GAME" (A MAD SONG PARODY) Pg. 37

RUDDER NONSENSE



ON SALE NOW AT YOUR FAVORITE BOOKSTORE ...OR YOURS BY MAIL

----------use coupon or duplicate----------

MAD

485 MADison Avenue New York, N.Y. 10022

NAME .....

ADDRESS .....

CITY..... STATE..... ZIP.....

☐ PLEASE SEND ME "SAILS AHEAD"

ALSO PLEASE SEND THESE OTHER BOOKS I'VE CHECKED

☐ The Plaid **MAD**
☐ Son of **MAD** Sucks
☐ **DAVE BERG** Looks at the Neighborhood
☐ 6th Case Book on **SPY vs. SPY**
☐ Snappy Answers to Stupid Questions #5
☐ **MAD's** Successful Dog
☐ **MAD** Murders the Movies
☐ **EDWING MAD** Variations
☐ **MAD** Goes to Pieces
☐ **MAD** Tell It Like It Is Book
☐ **PORGES** Cheap Shots
☐ Coker **MAD** Pet Book
☐ A **MAD** Look at the 50's
☐ More **MAD** Marginals
☐ **MAD's** Self-Improvement Year Book
☐ Parents, Teachers and other Enemies
☐ **MAD** Book of Fears and Phobias

I ENCLOSE $2.25 FOR EACH (Minimum Order: $6.75)

Allow **10 weeks** for delivery. Outside the U.S.A., **add 15% extra.**

We cannot be responsible for cash lost or stolen in the **Mails. Check or Money Order Preferred!**

GET RID OF PILES

Yep, these full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid, suitable for framing & wrapping fish, are still piled up in our stockroom! Only you can help us get rid of these piles! For yours, mail 60¢ for one, $1.25 for three, $2.55 for nine, $5.15 for 27 or $10.35 for 81! Mail it to: MAD Magazine 485 MADison Avenue, New York, NY 10022

LETTERS AND TOMATOES DEPT.

RAMBO 'N' REAGAN

Your cover of Rambo, Reagan and Central America was one of your best ever. I work on the Central America Solidarity Association Media Committee, creating information packets for local news media. Frankly, I think MAD is giving better coverage on Central America than all of the Boston news media combined!

Craig Stehr
Cambridge, MA

Sylvester Stallone as "Dumbo" looks more intelligent in your magazine than he does in person!

Aaron Bush
Norfolk, NY

If you like the way he looks in "Dumbo," you'll want to see how we make him look in "Rockhead IV" in an upcoming issue!—Ed.

"MAD DOUBLE FEATURES"

I really enjoyed Tom Hachtman's "MAD Double Features" in issue #259. Here are some movies he forgot: "The Year Of Living Johnny Dangerously," "The Last Animal House On The Left," and "Indiana Jones And The Temple Of Dune"!

Shawn Brennan
Allegan, MI

How about "Quest For St. Elmo's Fire" or "The Empire Strikes Back To The Future"?

Tim Muessle
LaGrangeville, NY

CABBAGE DISPATCH

Your "Cabbage Patch Products For People Who Hate Cabbage Patch Products" was great! I can't wait for them to hit the market. One thing: you missed Cabbage Patch Bowling Pins!

Mike Pascale
North Salem, NY

Cabbage Patch Pin Cushions? Speed Bumps? Pot Holders?

Zak Kitts
Roanoke, VA

HALLEY'S COMMENT

I have a 15th reason why you guys won't be seeing Halley's Comet...You'll be looking in the wrong year! It comes every 76 years, not 75 like your article indicated. Just make sure you don't make the same mistake in the year 2062!

Kerri Skinner
Fords, NJ

SHUTTLE BUGGED?

In MAD #259 the article called "NASA's Proposed Questionnaire For Civilian Space Shuttle Passengers" includes parts I, II, and IV, but no part III! Can't you idiots do anything right?

Peter Amirault
S. Hamilton, MA

Of course Part III was there! It was the Vision Test. Didn't you see it?—Ed.

A winner! Michael Bouffard (3rd from left) of New Haven, CT won first prize in First Star Software's Spy Vs. Spy computer software game contest. His prizes included the pleasure (?) of dining in New York's Little Italy with MAD publisher William Gaines (to Mike's left), Gail Bouffard and First Star President Richard Spitalny (to Mike's right) and members of MAD's editorial staff. He also received a copy of First Star's new Spy Vs. Spy II: The Island Caper computer game, and, to top it all off, he had his caricature drawn by a MAD artist which appears in this issue! See if you can find it!

SCHOOL CANCELLER

Please cancel Eisenhower Elementary School's subscription to MAD Magazine. It was unknowingly ordered without previewing it first. The magazine is extremely risque and unsuitable. It should be excluded from the order list for magazines for elementary schools. Thank you.

Cathy Berk Harper
Imc Clerk
Eisenhower Elementary School
Flint, MI

You're right! But we never claimed MAD was suitable for imc clerks in the first place!—Ed.

Please Address All Correspondence To:
MAD, Dept. 261, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed stamped stethescope!

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION *(Required by 39 U.S.C. 3685)* **1A.** Title of Publication: MAD **1B.** Publication No. ISSN 0024 9319 (324520) **2.** Date of filing: Oct. 1, 1985 **3.** Frequency of issue: Monthly, except Feb., May, Aug., Nov. **3A.** No. of issues published annually: 8 **3B.** Annual subscription price: $10.00/8 issues **4.** Complete Mailing Address of Known Office of Publication: 485 MADison Avenue NYC 10022-5852 **5.** Complete Mailing Address of the Headquarters or General Business Offices of the Publisher: 485 MADison Avenue NYC 10022 **6.** Full Names and Complete Mailing Address of Publisher, Editor, and Managing Editor: Publisher: William M. Gaines—485 MADison Avenue NYC 10022; Editors: Nick Meglin; John Ficarra—485 MADison Avenue NYC 10022; Managing Editor: None. **7.** Owner *(If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock.)* E. C. Publications, Inc., wholly owned by Warner Communications, Inc. a publicly held corporation—75 Rockefeller Plaza NYC 10019. **8.** Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities: None

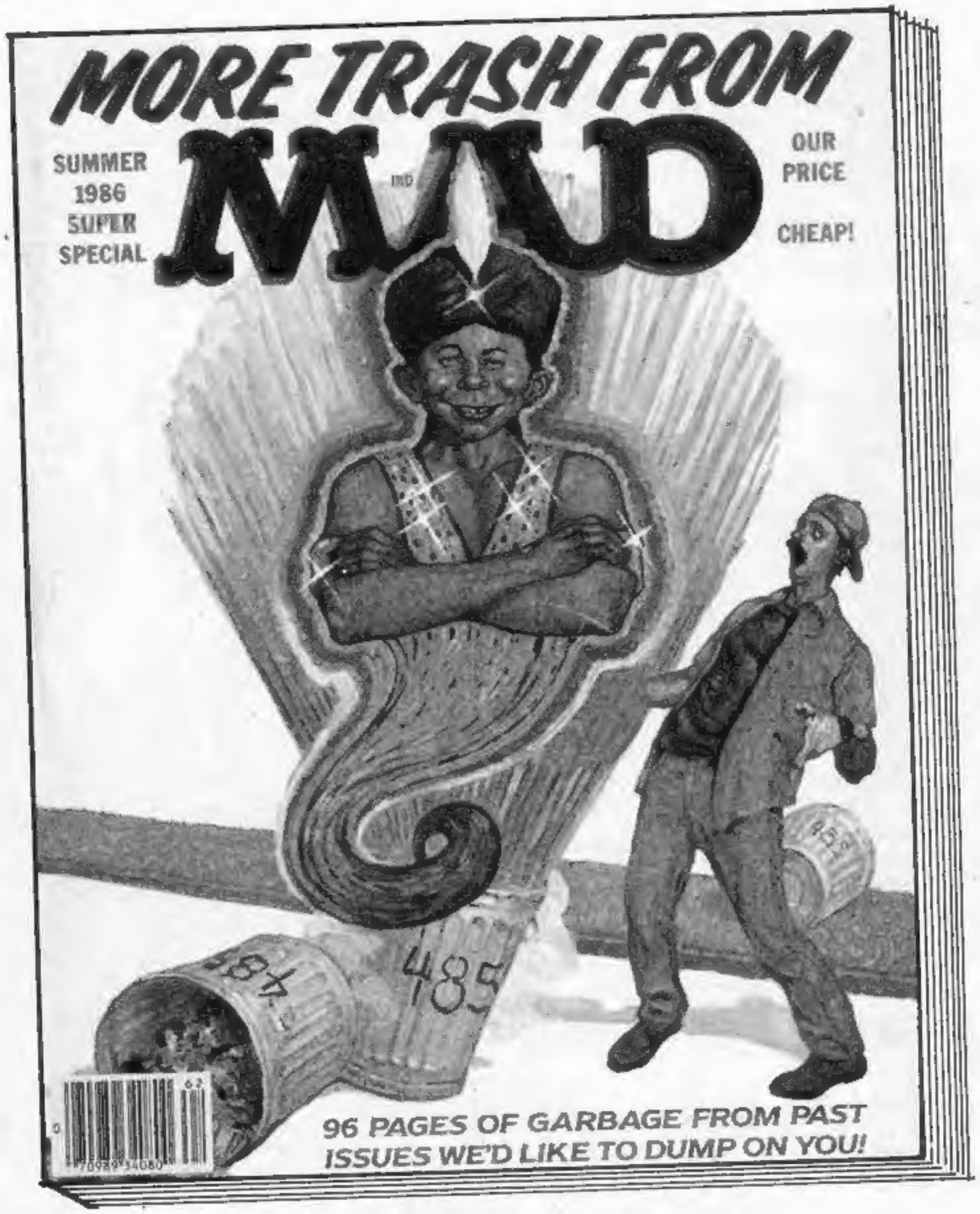
10.

EXTENT & NATURE OF CIRCULATION	AVERAGE NUMBER OF COPIES EACH ISSUE DURING PRECEDING 12 MONTHS	ACTUAL NUMBER OF COPIES OF SINGLE ISSUE PUBLISHED NEAREST TO FILING DATE
A. TOTAL NO. COPIES PRINTED	1,600,397	1,648,971
B. PAID CIRCULATION: 1. SALES THROUGH [illegible] STREET VENDORS & COUNTER SALES	701,246	754,520
2. MAIL SUBSCRIPTIONS	43,571	38,270
C. TOTAL PAID CIRCULATION	744,817	792,790
D. FREE DISTRIBUTION BY MAIL, CARRIER OR OTHER MEANS, SAMPLES, COMPLIMENTARY, AND OTHER FREE COPIES	65	65
E. TOTAL DISTRIBUTION	744,882	792,855
F. COPIES NOT DISTRIBUTED. 1. OFFICE USE, LEFT OVER, UNACCOUNTED, SPOILED AFTER PRINTING	600	600
2. RETURNS FROM NEWS AGENTS	854,915	855,516
G. TOTAL	1,600,397	1,648,971

11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher.

OUR GARBAGE ...AT YOUR DISPOSAL!


MORE TRASH FROM MAD
SUMMER 1986 SUPER SPECIAL
OUR PRICE CHEAP!
485
96 PAGES OF GARBAGE FROM PAST ISSUES WE'D LIKE TO DUMP ON YOU!

BAG THIS HEFTY ISSUE AT YOUR LOCAL NEWSSTAND TODAY! YOU'LL BE GLAD YOU DID!

FOPS AND ROBBERS DEPT.

Nowadays it costs a lot of money to be an undercover cop, especially in Florida! High rents? Payoffs to squealers? Chicken feed! No, the big bucks have to be spent for the trendiest and most overpriced designer fashions and hair styles or you lose your job! In other words, you gotta pay the...

MIAMI PRICE

I'm **Sunny Crock!** Other people wear **alligators** on their **shirts,** I wear them on my 40 foot **sloop!** That, along with my hopped up **sports car,** helps me to maintain a **"low profile"** which is **essential** to my work as an **undercover vice detective!**

I'm **Retardo Duds,** Crock's **partner!** I'm **well-dressed** and have an **even disposition!** I used to be a New York City cop before I was dismissed on a **"Too Normal And Nice"** charge!

I'm **Lt. Coldfellow!** In the line of work, Crock and Duds **cheat, lie, bash people around,** and **race** through the streets at **90 MPH!** They're **model citizens**—all the **slime** of this town **model** themselves after **them!**

Pina, when I decided upon a **respectable career** in law enforcement, playing a **hooker** all the time wasn't what I had in mind! My **mom** should see me **now!**

It's getting to me, too! I went out with my boyfriend last night and when he **kissed me** I told him **that** kind of stuff was going to **cost him!**

You got some **information** for me, doll?

There's a **big shipment** of **stuff** coming in from Columbia aboard **The Flying Drugman!** It arrives on the 17th, pier #9 at 11:45 PM! The drop has a street value of **32 million!**

Fantastic! How do you girls always manage to get such **detailed info** on **drug shipments?**

You forget—this is **Miami!** It's all listed in the **"Shipping News"** section of any **daily newspaper!**

PROHIAS ARMS

DON MARTIN LEGS

MIAMI ENTICE HOTEL

EL BANG DE MIAM FDIC CUBA

FREE GIFTS FREE LAUNDERING WITH ALL NEW ACCOUNTS OVER 10 MILLION

TOASTERS HAIR DRYERS MACHINE GUNS COKE SNIFFING KIT ETC.

I LIVE IN A LITTLE MOUSETRAP JUST AROUND THE CORNER.

MIAMI MAKE NICE

HEAR THE HERALD

MINNIE TRICK

DOPEY JOHN

CLEAN MONEY

Hi, handsome! Wanna come **home** with me?

Relax, girls, he's not a **john!** That's our boss, **Lt. Coldfellow!**

How come he **never smiles?**

When you consider that Duds and I are the **best men** he's got, he ain't got much to **smile about!**

Man, why is Coldfellow always on our backs?

He's just **jealous!**

Of what, our great **arrest record?**

No, our **great wardrobes!**

DIDN'T WE MEET LAST YEAR IN BOCA RATON?

Looks like you don't feel like **working** tonight!

That's not so! What makes you say that?

Well, we just drove past a liquor store that was being **held up,** and you didn't **stop!**

There's no **rock video** to cover **that** situation! You know we **can't** get involved in anything that **doesn't** have a hot **rock video tie-in!** It's **regulations!**

I forgot! Let's stop at that seedy-looking punk joint over there and see if we can pick up some **scuttlebutt!**

I'd like a **couple** of **franks** and some **scuttlebutt,** pal...

Sorry, we're out of **scuttlebutt!** How about a **beer?**

ONE FLIGHT UP DR. WEISS

THAT SEEDY-LOOKING PUNK JOINT

SEE CUBA FIRST

WE SELL MACHINE GUNS

MIAMI SPICE

MIAMI PIZZA BY THE SLICE GOOD PRICE

ARTIST: MORT DRUCKER

WRITER: LOU SILVERSTONE

Here's **50 bucks! That** should cover **one** good piece of **helpful information!**

Sure thing— **don't eat those franks!** They're **awful!**

We'll make **you** eat 100 of them if you don't **talk,** buster!

GET HIGH ON MILK

OUR COWS EAT GRASS!

Take it easy, I was only **kidding!** That **burger joint** down the street is a **front** for **drug pushing!**

What makes you so sure, creep?

How many legit burger joints you know sell— **"McLudes," "Angel Dust McMuffins,"** and **"Seven Uppers?"**

YERRI UOMO SHIRT

5

Hey, **mon**, you out to **score some dope?**

No, we **already** have our own **supplier—El Excellente!** A **big deal** is set, and we're going to make some **megabucks!**

We're **YUPPies—Young Uppity Pushy Preppies!** We want it **all**—Rolex watches, Verri Uomo suits, Ferrari, Chris Craft...

NEW FORMULA COKE

BLACK BEAUTIES $25 WITH SALAD BAR $27.50

Sung to Madonna's "Material Girl"

Some boys seek out jobs to squeak out
Just enough to live!
And then there's those whose life and clothes are
Less con-serv-a-tive!

Singles bars and sporty cars and
*Ultra-fancy shops—**the tops!***
That takes the kind of dough that's made by
Dealers, hoods, and cops!

What is it with **kids today,** Crock? Where do they get their **values?**

Beats the hell outta **me,** man...

SEPIA

PINK

PINK OCHRE BACKGROUND

THALO YELLOW GREEN

CADMIUM YELLOW

*'Cause when you're living off—a very **high world***
*You can live in a very **high way!***
You can have your boats and your
material girls
While living on a po-liceman's pay!

Following those two Yuppies **paid off!** El Excellente is in **that building!** Duds! Why are you shooting **over there?**

Because the **lighting** is much more **dramatic** over **here!**

ZINC YELLOW

BLAM! BLAM!

Duds, we **blew it!** We should have **moved faster!** It's all my fault!

Man, don't blame yourself, we **couldn't** move faster! As usual, the **whole bit** was in **slow motion!**

MIAMI DICE WE'RE LOADED

DO NOT LITTER

SPY VS SPY

BLAM! BLAM!

Listen, kid, we're going to book you on **pushing, resisting arrest,** and **wearing a shirt** that definitely does not go with **those pants!** That is, unless you'd care to **help** us a little!

Forget it! I wouldn't lift a **finger** to help you!

In that case, you're **under arrest!** You have the right to **remain silent** and the right to call for **legal assistance!**

TITANIUM WHITE

Think it over, kid! If you **help us,** you have the right to **choose a popular song** that best suits your mood and feelings!

Why didn't you **say** so? Play **anything** by **Phil Collins** and I'll tell you **whatever** you want to know...

Okay, where can we **locate El Excellente?**

Forget the whole thing! If I told you **that,** I'd end up **wearing cement shoes!**

INDIAN RED

MANGANESE BLUE

NAPLES YELLOW

ICE FACTORY?

You're **right**—with that **shirt**, light **gray cement shoes wouldn't work!**

Let's make a **deal**—I'll give you a **tip** on **El Excellente** if you **stop** giving me **tips on fashion!** Here's a **phone bill** El Excellente **dropped!** Maybe you can trace some **numbers** and **locate** him that way!

Let's just **nail him** on a **littering charge!** With **our record,** it's the only **charge** we might get to **stick!**

MIAMI RICE

SPANISH-AMERIC

You asked for **overnight delivery** on these **phone numbers!** The **computer** supplied the **numbers,** I'm the **"overnight" part!**

Gina, I don't mind you getting into bed with me, but please wear **pastels** next time!

Thanks, I **needed that!** Well, **goodnight... ZZZZZZZZ**

Goodnight? Already? Why don't they shoot these **love scenes** in **slow motion,** too!

Sweetheart, for **me** that **was slow motion!**

El Excellente's headquarters is close enough to peek in;
Duds and Crock will very easily sneak in!
The location, it was traced from a **special computer;**
Now they can give **El Excellente** the ol' **roto rooter!**

Damn, I don't mind **musical insertions** that **fit** the **scene,** but **giving away** the **plot before** we get to it is going **too far!**

CURB YOUR DOG

I love to **sniff** this **stuff!** It gets me so **high!**

Ees good **coke,** El Excellente?

What coke? I'm **sniffing money! Nothing** beats the sweet smell of 100% **American green!**

MIAMI MICE

Okay, Excellente, we know you're **in there**—we can hear you **sniffing cash!**

And I know you're **out there**—the **Calypso singer** sang about it 10 minutes ago!

El Excellente is in for **big surprise**
When he is confronted by these two **undercover guys!**
But the story's **not over,** you'll be unhappy to know
Our contract insists on one **chase scene for each show!**

MOON OVER MIAMI

WAREHOUSE
WHERE SNIFFIN'S GOIN' ON
IT'S A MIAMI DEVICE

El Excellente's **getting away!** Can't you drive this **boat** any **faster?**

I'm doing the best I can, considering they're **driving a car!** I'm also **ducking bullets!**

A **song cue** if I ever heard one!

HMS JOINT

US1 MIAMI NICE

ANGEL DUST II

LITTLE TOOT KEY WEST

Sung to The Cars' "Drive"

Who's gonna drive your car
If you're shot?
Who'll pay for your Ferrari
If you not?

Don't get hit;
Or this series... ain't worth spit!
Who's gonna be co-star
If you're not?

Guess we **lost them,** Crock...

But we lost them the **good way! Boats** may not do well on the **road,** but **cars** do a lot worse on the **water!**

Well, Lt., at least we got that creep, El Excellente...

Really? Well, get **this**— the Coast Guard **rescued him** and set him **free!** All he got was a **ticket** for driving underwater without a submarine driver's license!

MISSING.. DOLPHIN

MIAMI MOST WANTED..

SUPER BOWL

GOOD WEATHER

WANTED

WANTED IN MIAMI TWICE

CRIME IN US

MAFIA

THOMAS

Well, at least we nailed 20 of his **hoods...**

Really? Well, 18 of them were **undercover federal agents** and the **other two** plea bargained and got away with "parking in an illegal zone" fines!

I **told** you we should have nailed him on the **littering rap!**

Do you think showing all the **crime** in Miami each week is **discouraging tourists?**

Hell, **no!** Look at 'em **flocking into town!**

Yeah, but are **these** the kinds of **tourists** the **Miami Chamber of Commerce is looking for?**

UNDER-WORLD AIRLINES

VIVA CASTRO Y CARTER

¿DONDE ESTAN LOS SERVICIOS?

FIDEL AND JIMMY

ARMY GREEN

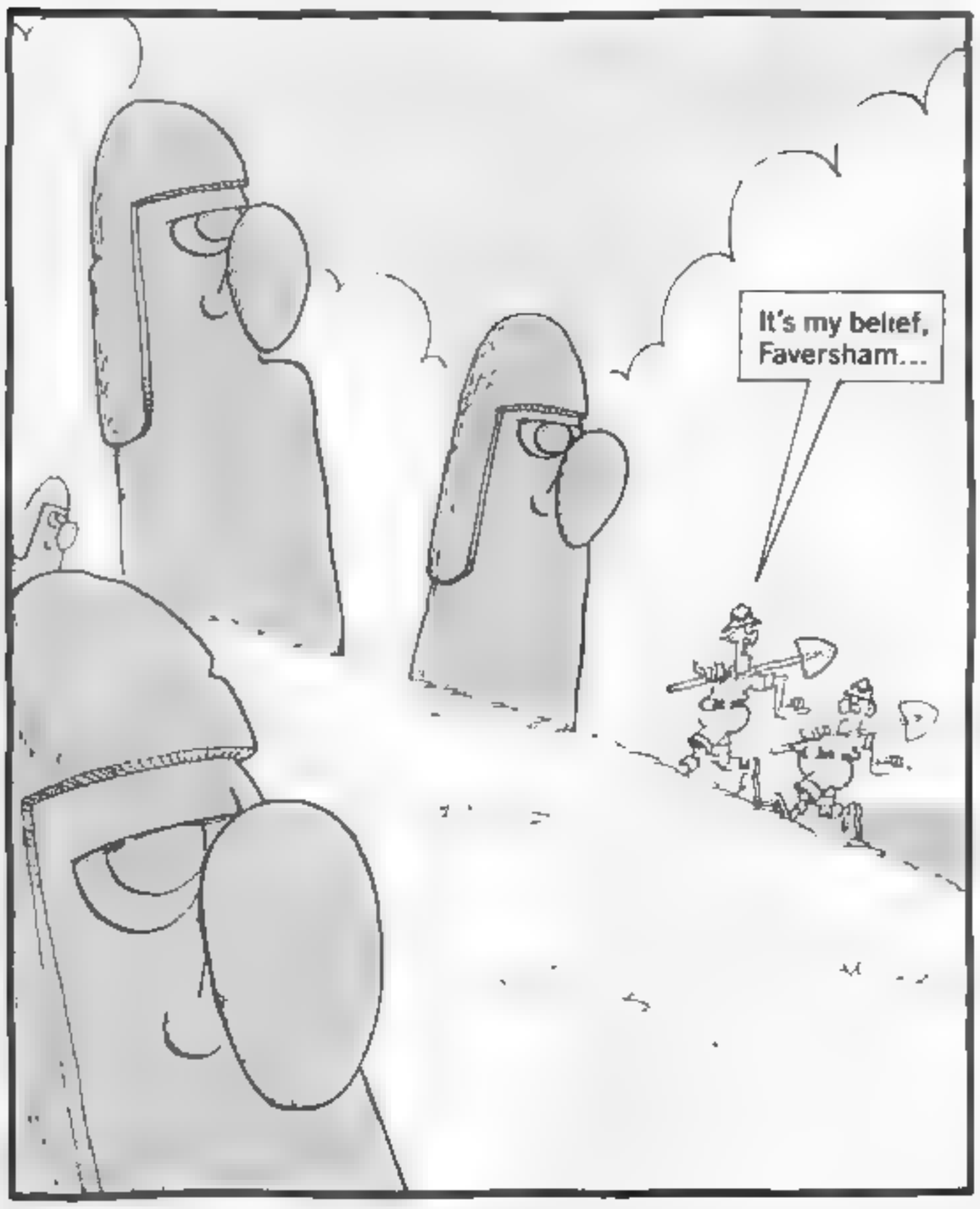
Sung to Glenn Frey's "Smuggler's Blues"

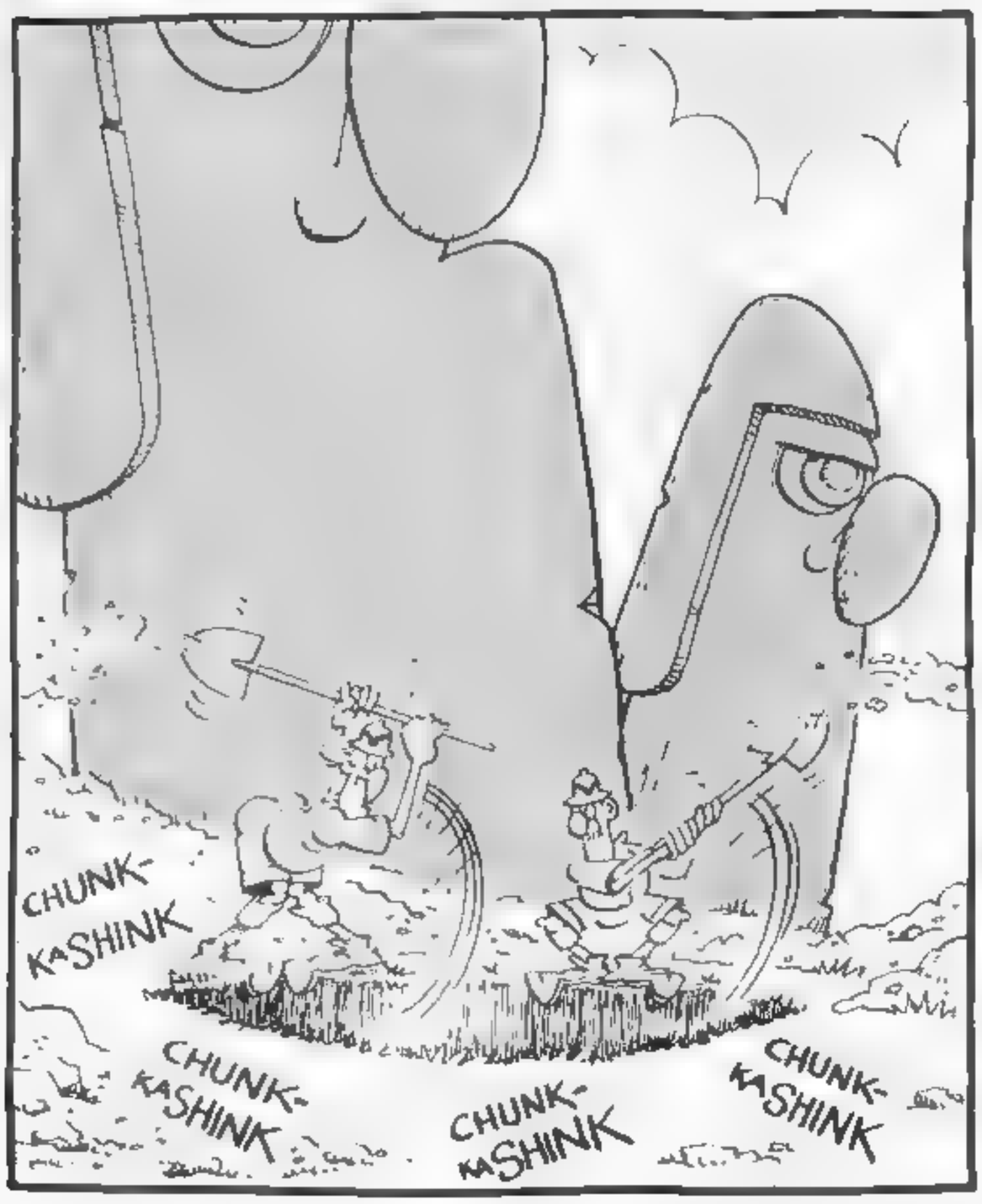
There's rubble in the streets now;
It's a smuggler's paradise!
Some folks believe the reason
Just may be "Miami Vice!"

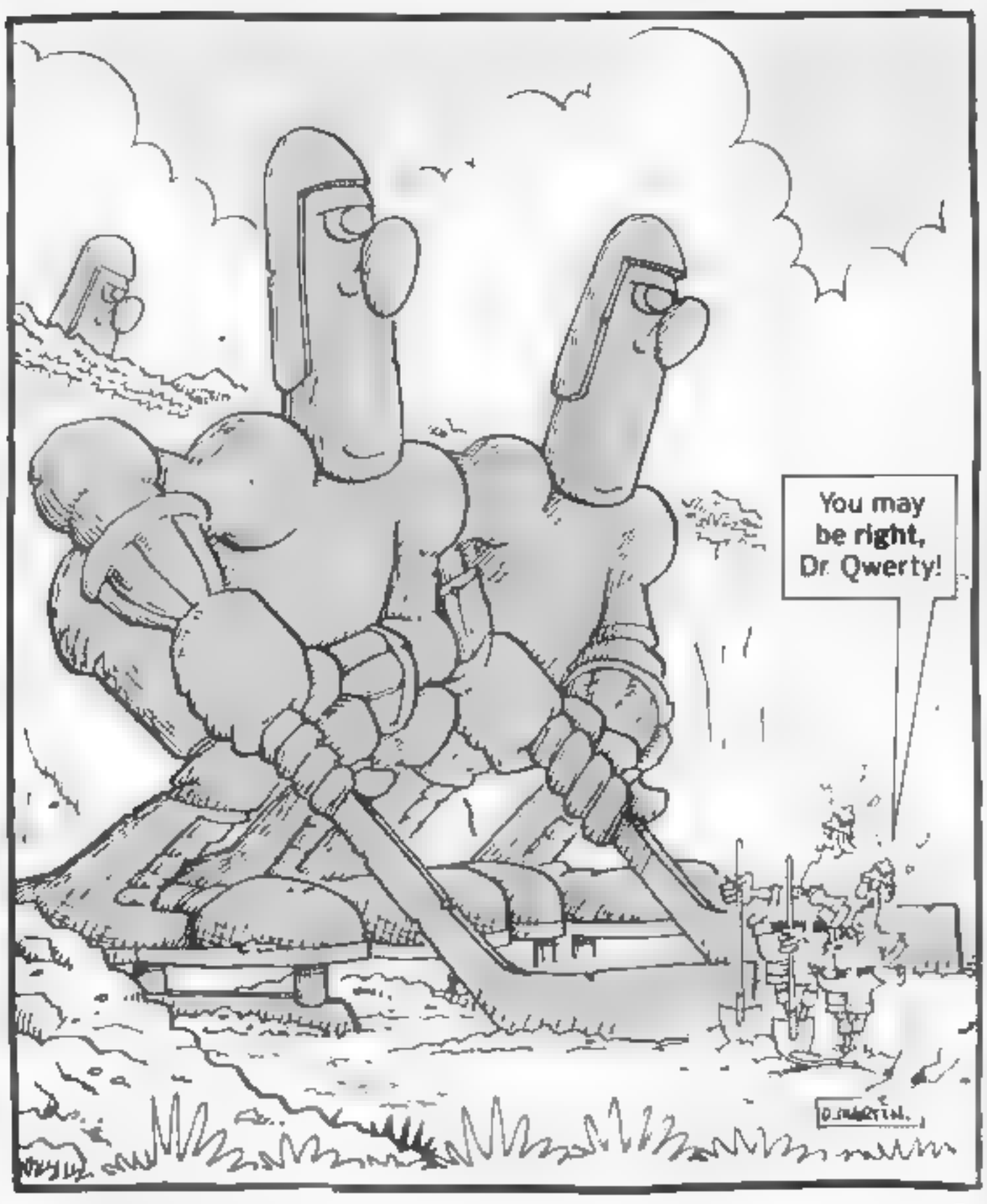
With low-life coming down like this
It can't be too nice!
Sure, Miami gets the business...
But it sure pays the price! Miami price!

DON MARTIN DEPT. PART I

ONE TUESDAY MORNING ON EASTER ISLAND







WRITER: FRANK JACOBS ARTIST- DON MARTIN

Everyone loves those "Indiana Jones" movies, but they take so darn long to make, it's easy to get bored while waiting for the next one. Not any more! Now, whenever you get the urge to experience a pulse-pounding new "Indiana Jones" adventure, merely start at

MAD'S DO-IT "INDIANA JO

INDIAN

travels with

discovers

searches for

is kidnapped by

has an argument with

a beautiful woman

a Nazi secret agent

a government official

a small Oriental boy

a comical c

in a dense Indian jungle

after leaping from a crashing plane

while trying to stop a runaway truck

at a saloon in the Himalayas

and is attacked by cannibals.

and falls into a snake pit.

and gets locked in a room full of rotting corpses.

but is forced aerobic e

Using his whip,

Using his gun,

Using his charm,

he defeats 500 charging warriors

a diversion is created

he beats up a si

but he gets hit on the head.

and he gets locked in a room full of scorpions.

With his last ounce of strength,

Since th is almo

Indy kills all the bad guys and escapes triumphantly.

The End (Until th

the top of the accompanying chart and work your way down, pulling one exciting story element from each row. By the time you reach the bottom, you'll have the plot summary of a brand new, thrilling sequel that even Steven Spielberg himself would be proud of.

T-YOURSELF NES" SEQUEL

ARTIST: JACK DAVIS WRITER CHARLIE KADAU

ONES

is owed money by | makes fun of | receives a chain letter from | sees a music video by | ignores

panzee | a department store mannequin | a wealthy film director | a sexy female impersonator | the cast of "Star Wars"

on the Merv Griffin Show | at an AFL-CIO meeting | who prefers the nickname "Snuggles" | at the corner of Lexington and 23rd

perform cises. | when an evil holy man viciously snaps his suspenders. | and takes his first bath in months. | during the Christmas rush.

Using a stunt man, | For no reason whatsoever, | With a cry of "Garbanzo!", |

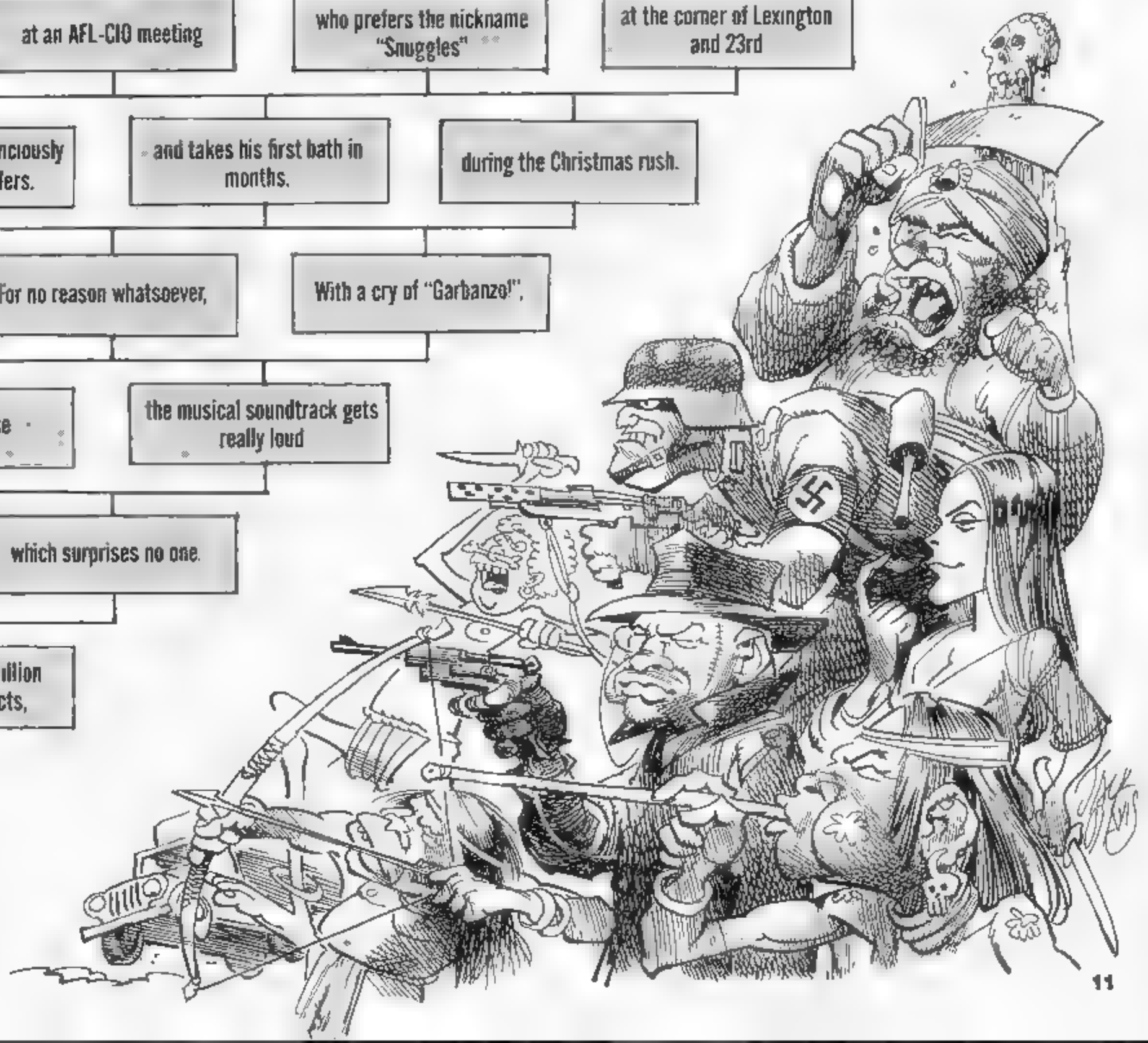
n twice his | all hell breaks loose | the musical soundtrack gets really loud |

and the Dallas Cowboys win the Superbowl. | which surprises no one. |

novie over, | With the help of $20 Million worth of special effects, |

Indy gets the treasure, the girl and a painful rash. |

next sequel!)



THE QUEST IS YET TO COME DEPARTMENT

How Many Of These Hard-To-Find

MAD'S GREAT AMERIC

1 A needlepoint sampler in an Iowa Grandmother's kitchen that reads "Use it or lose it!"

2 A swizzle-stick or napkin from a straight bar in San Francisco.

3 A Utility Executive who lives within 50 miles of his company's nuclear power plant.

4 A horse in the Kentucky Derby named "Frank" or "Charlie."

5 A car salesman who did get the word that plaid pants and white buck shoes are "out."

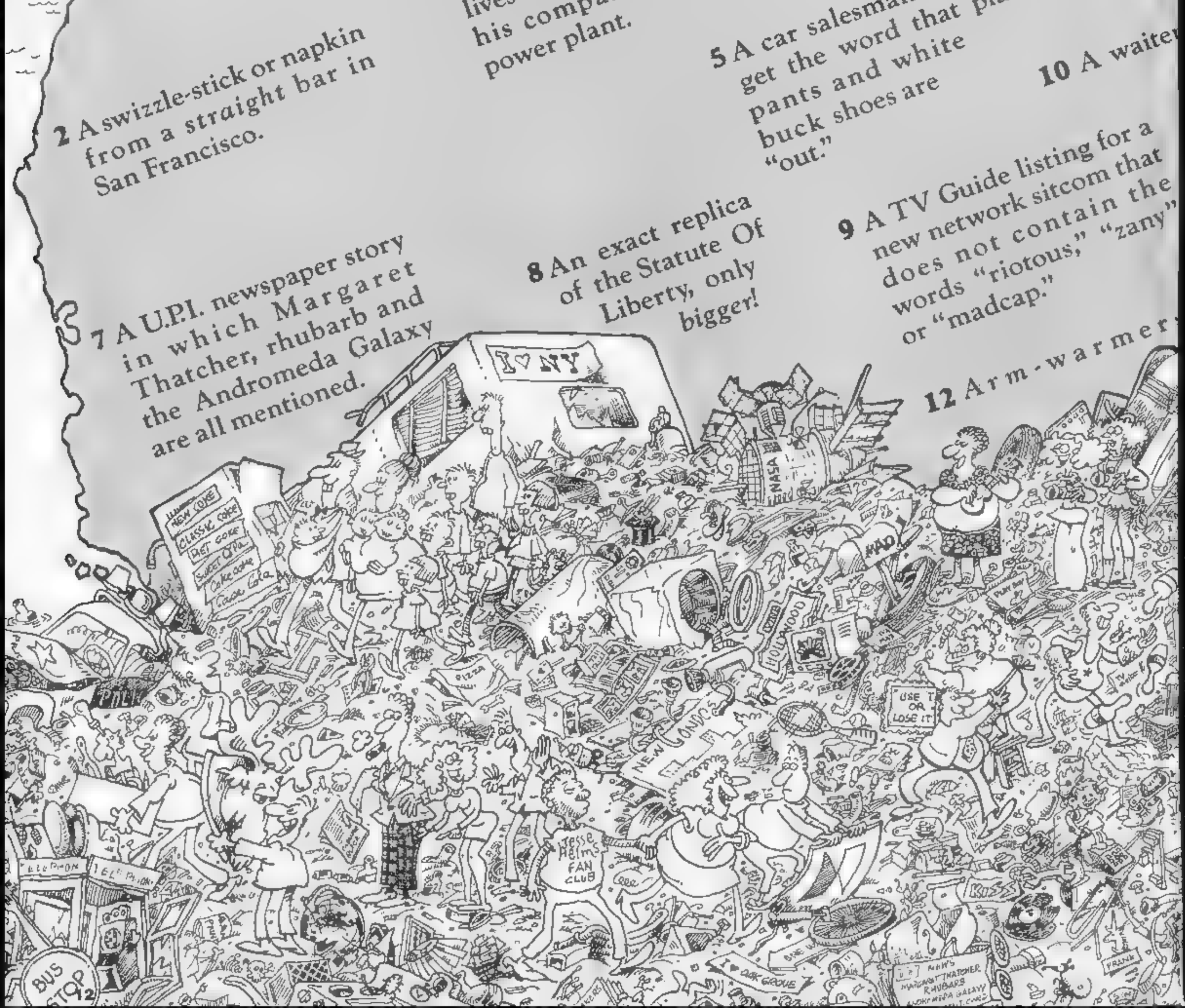
7 A U.P.I. newspaper story in which Margaret Thatcher, rhubarb and the Andromeda Galaxy are all mentioned.

8 An exact replica of the Statute Of Liberty, only bigger!

9 A TV Guide listing for a new network sitcom that does not contain the words "riotous," "zany" or "madcap."

10 A waiter

12 Arm-warmer



Items Can You Come Up With In...

AN SCAVENGER HUNT

ARTIST: SERGIO ARAGONES WRITER: MIKE SNIDER

A head of California lettuce picked by a U.S. citizen.

in L.A. who is *not* an aspiring actor.

11 A photograph of the Rolling Stones standing next to the mayor of Spartanburg, South Carolina.

13 A Christmas card from Jerry Falwell to Hugh Hefner.

14 A Jesse Helms Fan Club in Harlem.

16 A family with nine children, each named after a United States Supreme Court Justice.

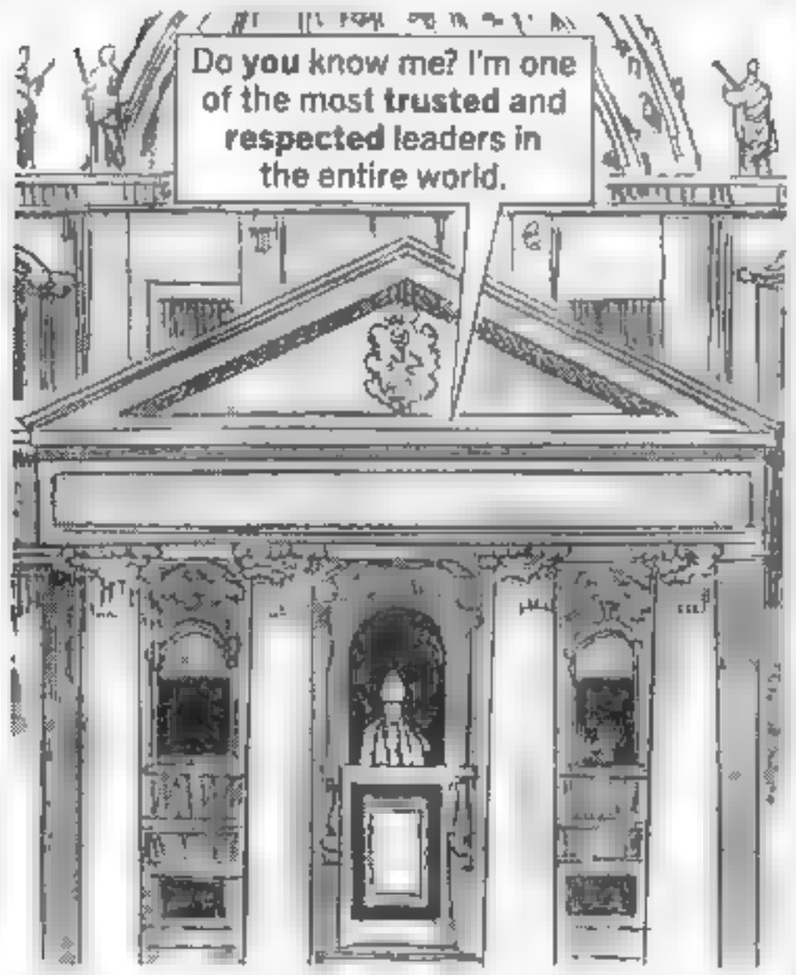
for jugglers.

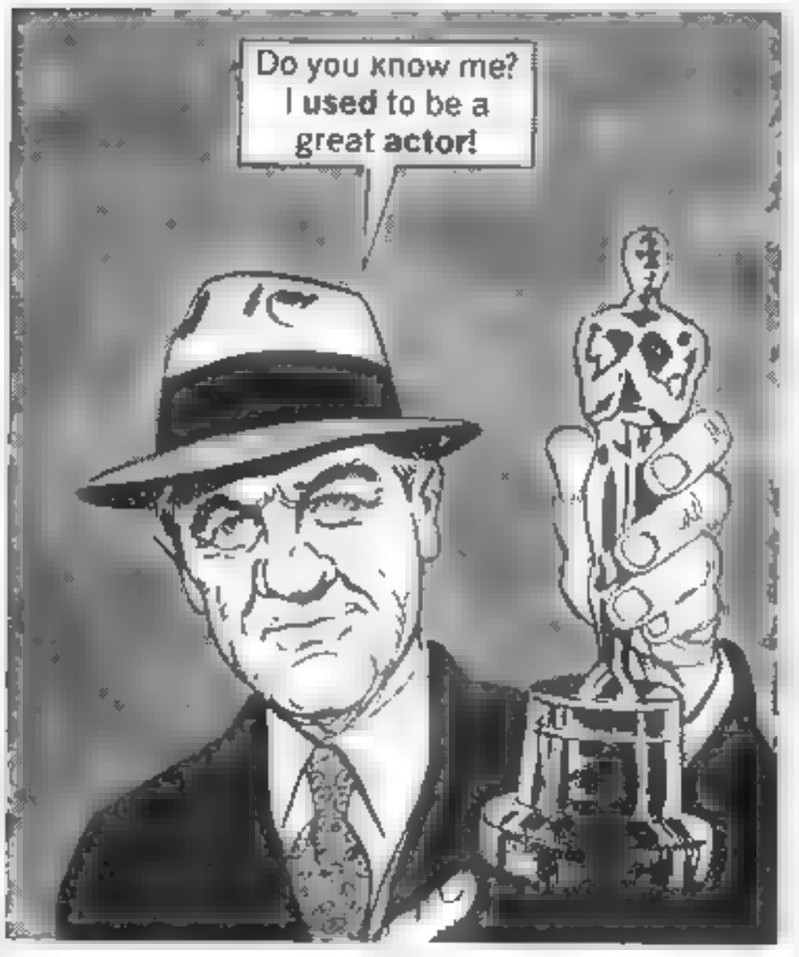
15 A Hawaiian named "Percival."

17 A Winnebago with an "I Love NY" bumper-sticker.

DICK DePT.

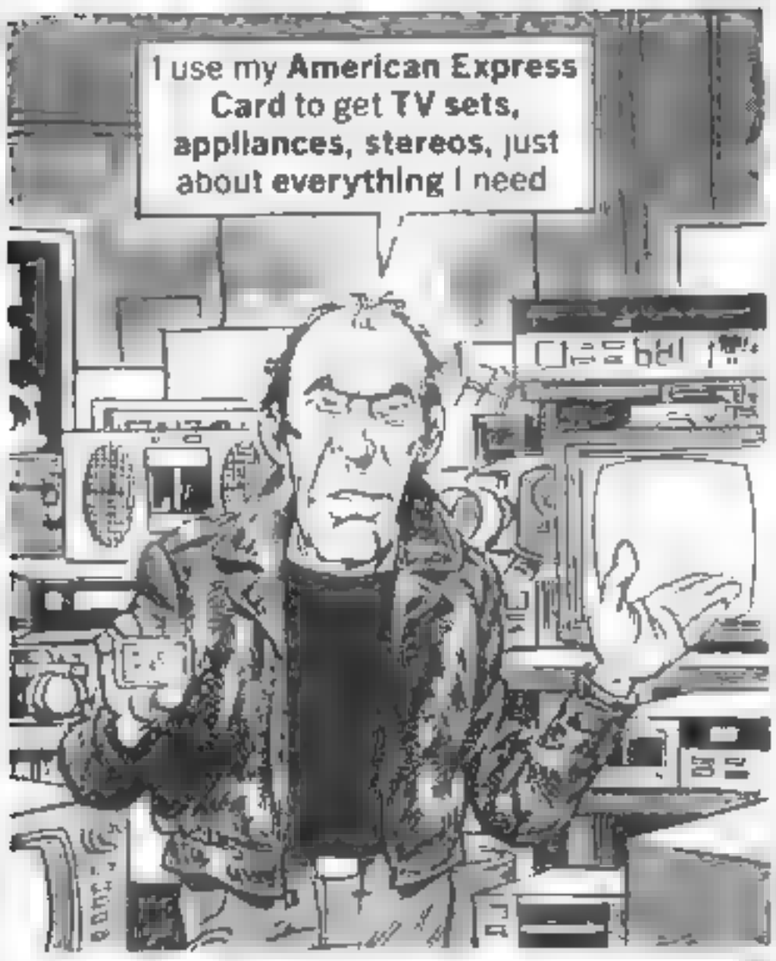
SOME AMERICAN EXPRESS CARD COMMERCIALS WE'D LIKE TO SEE

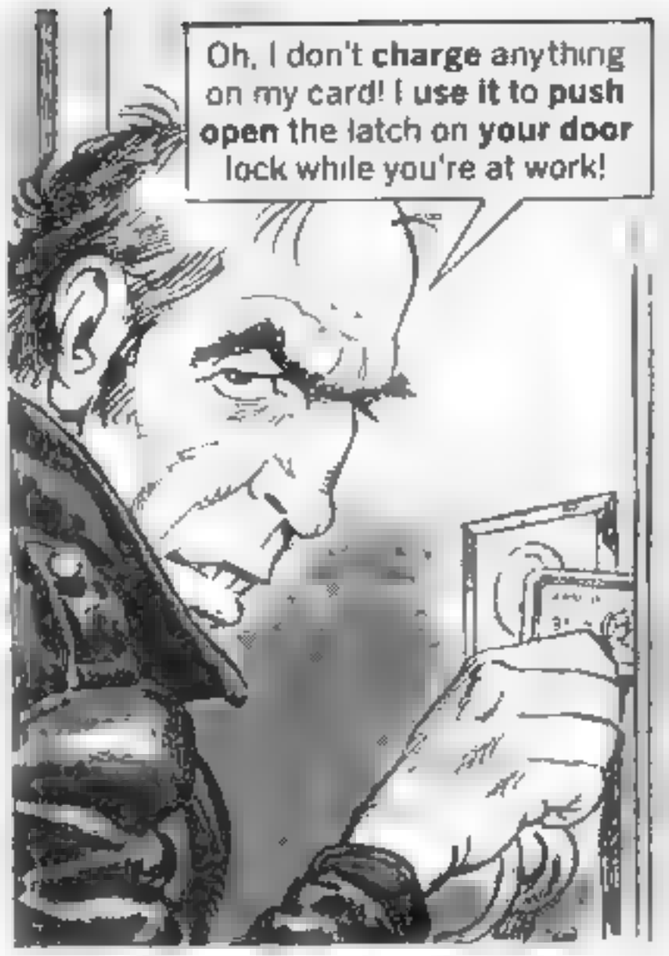




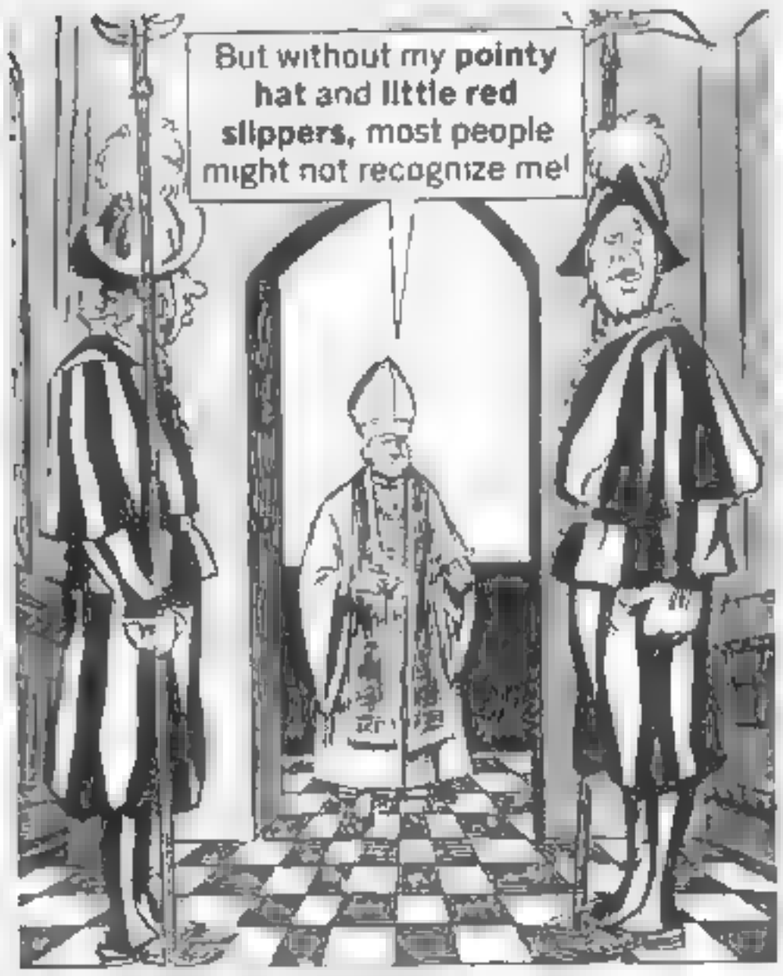
WRITER: DICK DE BARTOLO

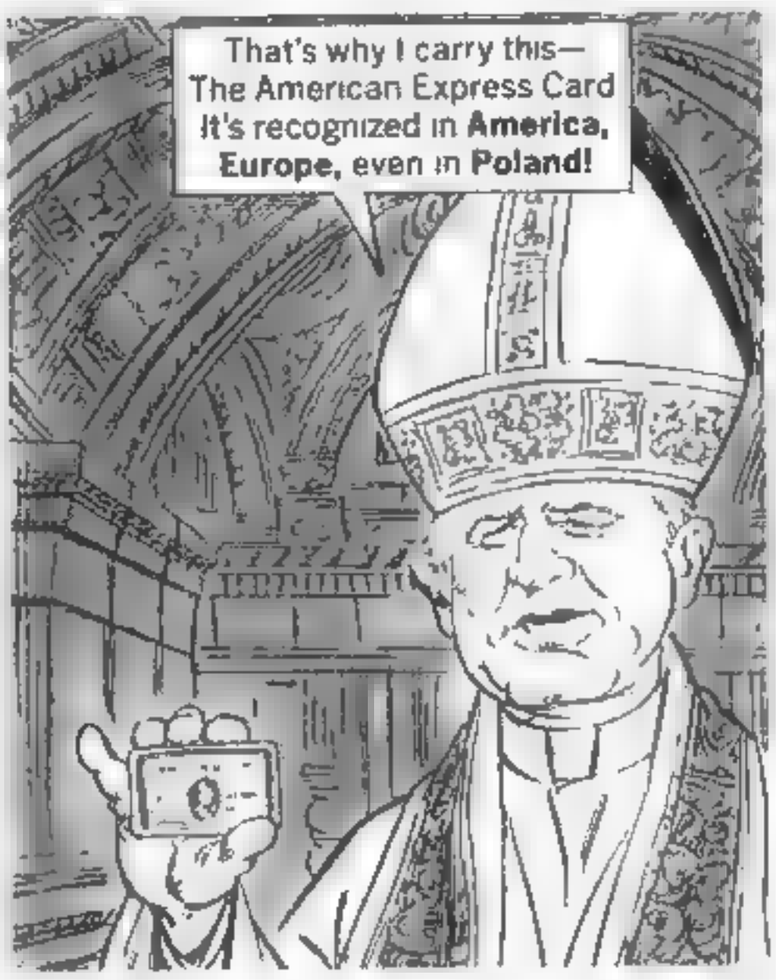
ARTIST: ANGELO TORRES


I use my **American Express Card** to get **TV sets, appliances, stereos,** just about **everything** I need

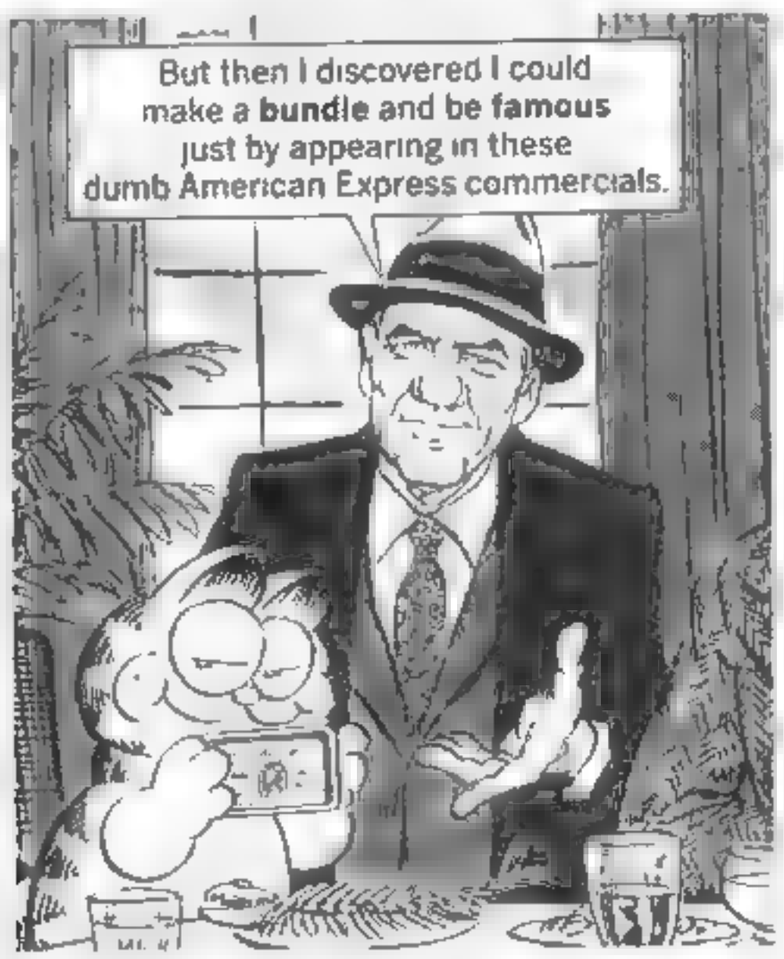

Oh, I don't **charge** anything on my card! I **use it** to **push open** the latch on **your door** lock while you're at work!

The American Express Card—I can't **get in your home** without it!

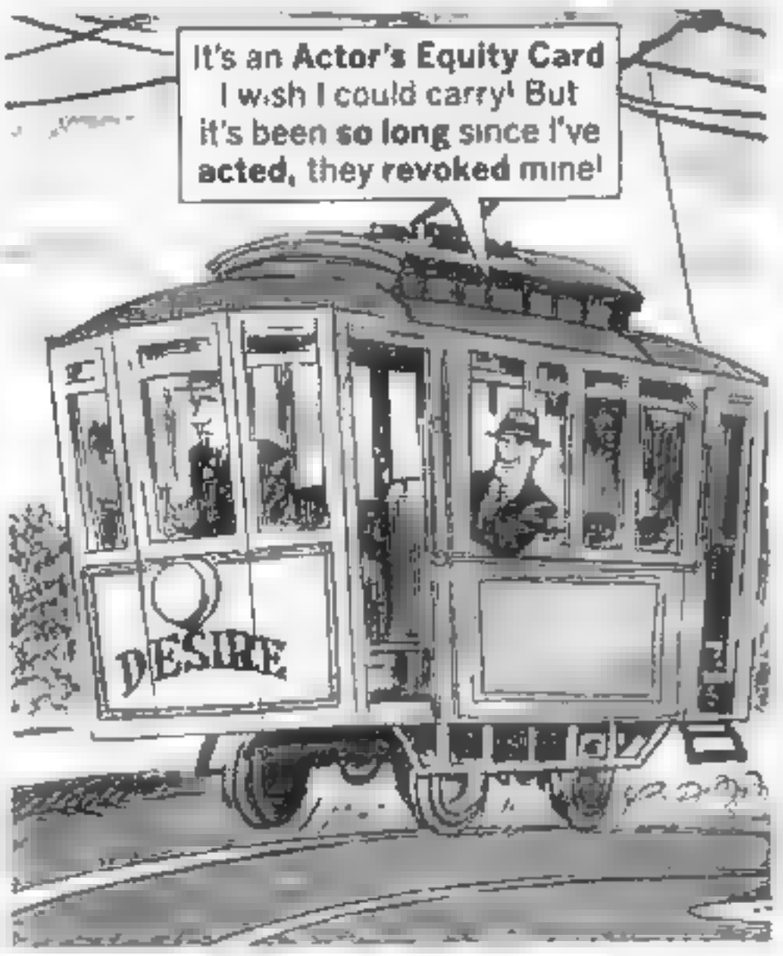

But without my **pointy hat** and **little red slippers,** most people might not recognize me!


That's why I carry this—The American Express Card It's recognized in **America, Europe,** even in **Poland!**

The American Express Card—Don't leave **Rome** without it!


But then I discovered I could make a **bundle** and be **famous** just by appearing in these dumb American Express commercials.

Oh, sure, I **carry** an American Express Card **Big deal!**


It's an **Actor's Equity Card** I wish I could carry! But it's been **so long** since I've **acted,** they **revoked** mine!
DESIRE

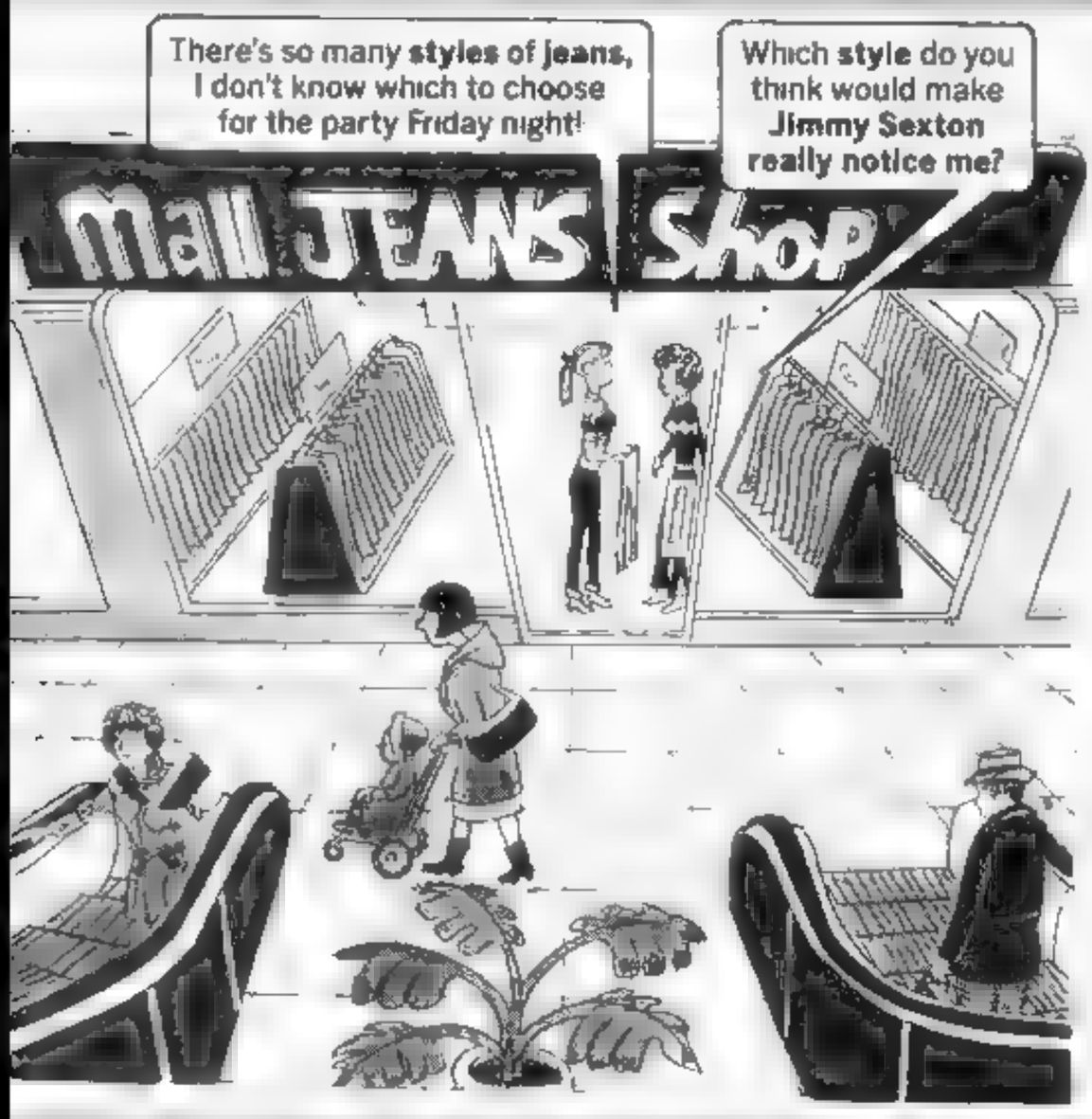
PUMPING IRON

...one twenty-two...
...one twenty-three...
...one twenty-four...
Wow! You've got awesome strength to do that so many times!
It's brains over brawn!
Brains over brawn? How so?
Whenever a pretty girl walks by, I start counting at a hundred!

BERG'S-EYE VIEW DEPT.

THE LIGHTE

CLOTHES


There's so many styles of jeans, I don't know which to choose for the party Friday night!
Which style do you think would make Jimmy Sexton really notice me?
mall JEANS Shop

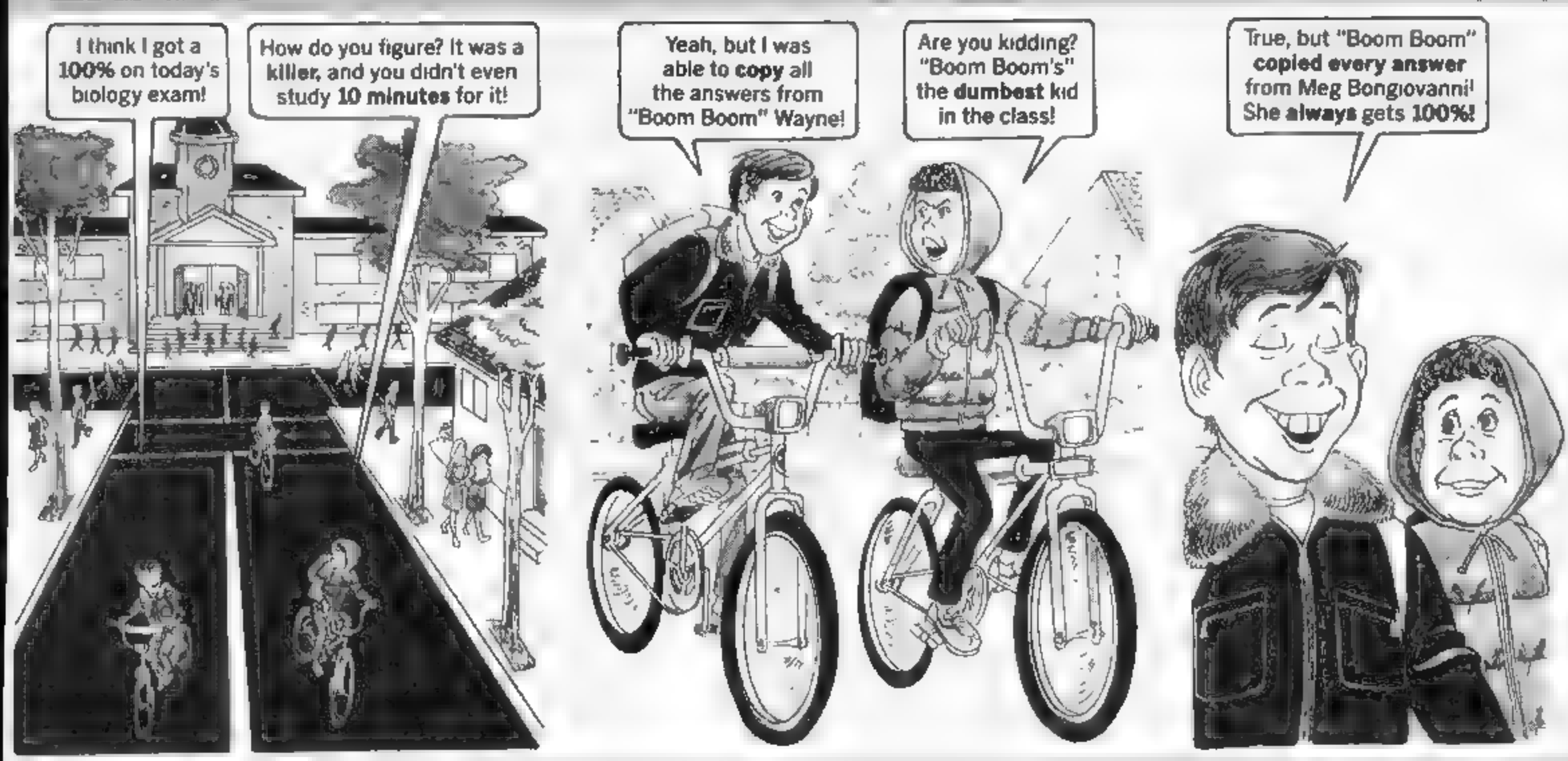
DRIVING

Seat belts are the greatest safety factor they've come up with in years!
That's true, but I don't see you wearing yours!
No, I sit on the buckle!
How is that a "safety factor?"
It's so uncomfortable, it keeps me from falling asleep at the wheel!

R SIDE OF...

ARTIST & WRITER
DAVE BERG

EXAMS


I think I got a 100% on today's biology exam!
How do you figure? It was a killer, and you didn't even study 10 minutes for it!
Yeah, but I was able to copy all the answers from "Boom Boom" Wayne!
Are you kidding? "Boom Boom's" the dumbest kid in the class!
True, but "Boom Boom" copied every answer from Meg Bongiovanni! She always gets 100%!

OBSESSION

This is it, Bonnie— your last chance to stay in the lunch group!
Right! All you ever talk about is marriage, marriage, marriage!
And it's boring us to death!
Let's order! And remember, from today on, not one word about weddings, agreed?
Now, what are you having?
The Chicken and rice sounds good...

SPENDING

Talk about absurdity! Listen to this— one defense contractor charged $300 for a screw driver! The government ought to nail them to the wall for that!
The government can't afford to...
...nails are $40 apiece!

DEDUCTIONS

LOVE

I've got it bad for Diane Korn!
So what else is new?
No, this is really it! When do you think is the best time to tell a girl you love her?
Before some other guy does!

RESPONSIBILITY

Hi, Phil! How's it going on your new job?
Let's face it—when you're a winner, you're a winner! First day on the job and they hand me a key to the executive washroom!
Wow! When you were voted, "Most Likely to Succeed," it was for real!

Yes, mam! How would you like your **rice**, steamed, fried, boiled

Thrown!

TELEVISION

Great! Just in time to watch the **game!**

Hmmm, that **reminds me...**

.. I haven't done my **vacuuming** yet!

How about **birth control** pills?

Only if they **don't work!**

SELF-EFFACEMENT

I was always my own **severest critic...**

Until I met **Gail** and we got **married!**

Boy, you really know how to use the **shovel! What a crock!**

Listen, wise guy, I didn't say **anything** that wasn't **true!**

You mean they **really** gave you a **key** to the **executive washroom?**

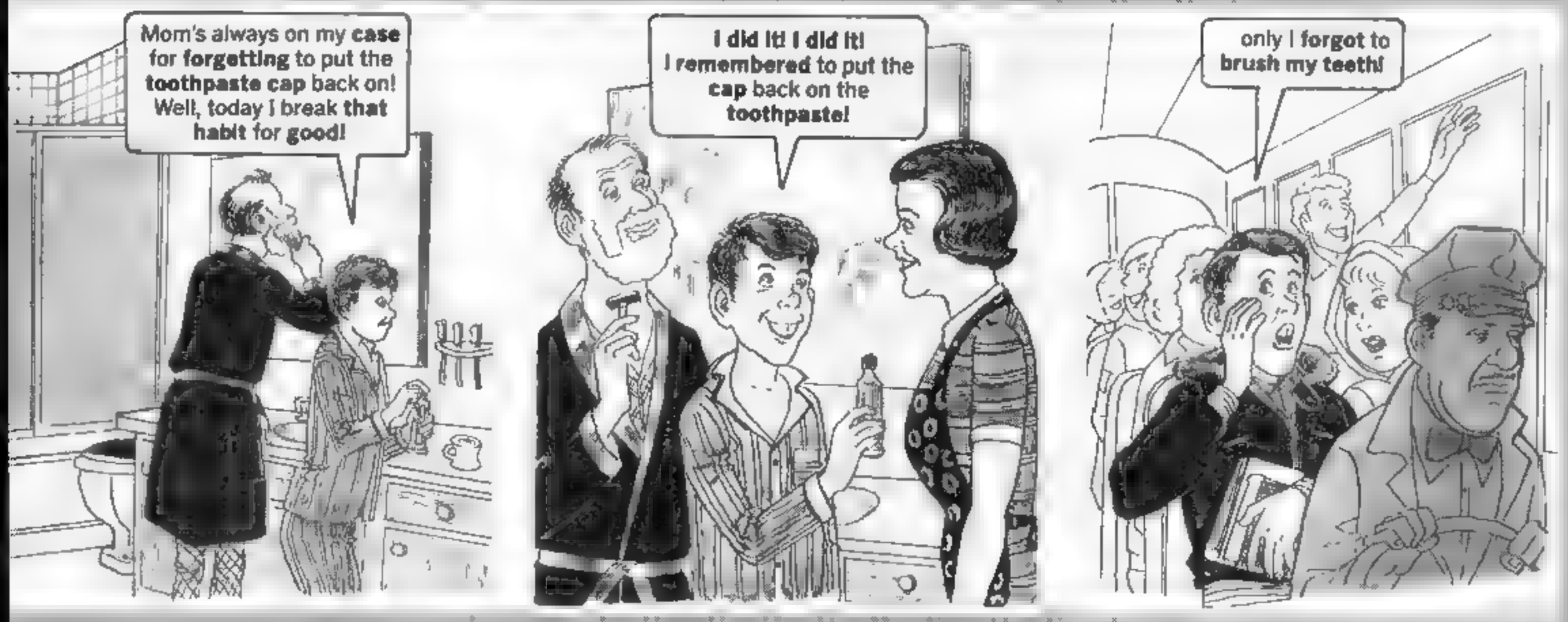
Damn right...

...how else was I going to **clean it?**

GOLF

Back from Hal Qwerty's house already?
It was terrible! Terrible!
What hap-pened?
We were practicing our strokes in his back yard, and I hit a ball that got away from me! It sailed through his neighbor's picture window and busted up an antique vase and stuff!
Oh, no! That is terrible! What are you going to do about that?
What else can I do? Just keep practicing 'til I get rid of that slice!

HABITS

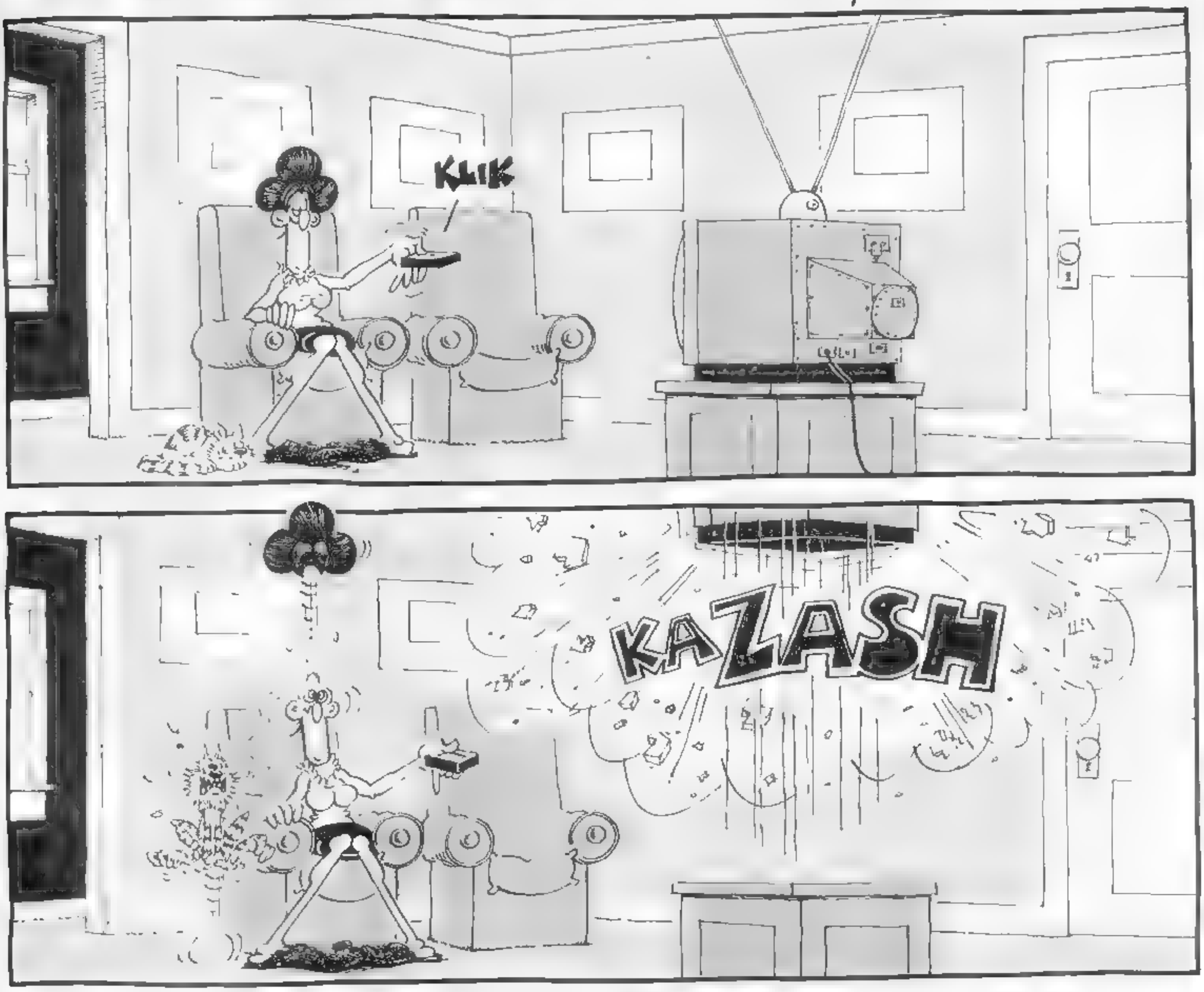

Mom's always on my case for forgetting to put the toothpaste cap back on! Well, today I break that habit for good!
I did it! I did it! I remembered to put the cap back on the toothpaste!
only I forgot to brush my teeth!

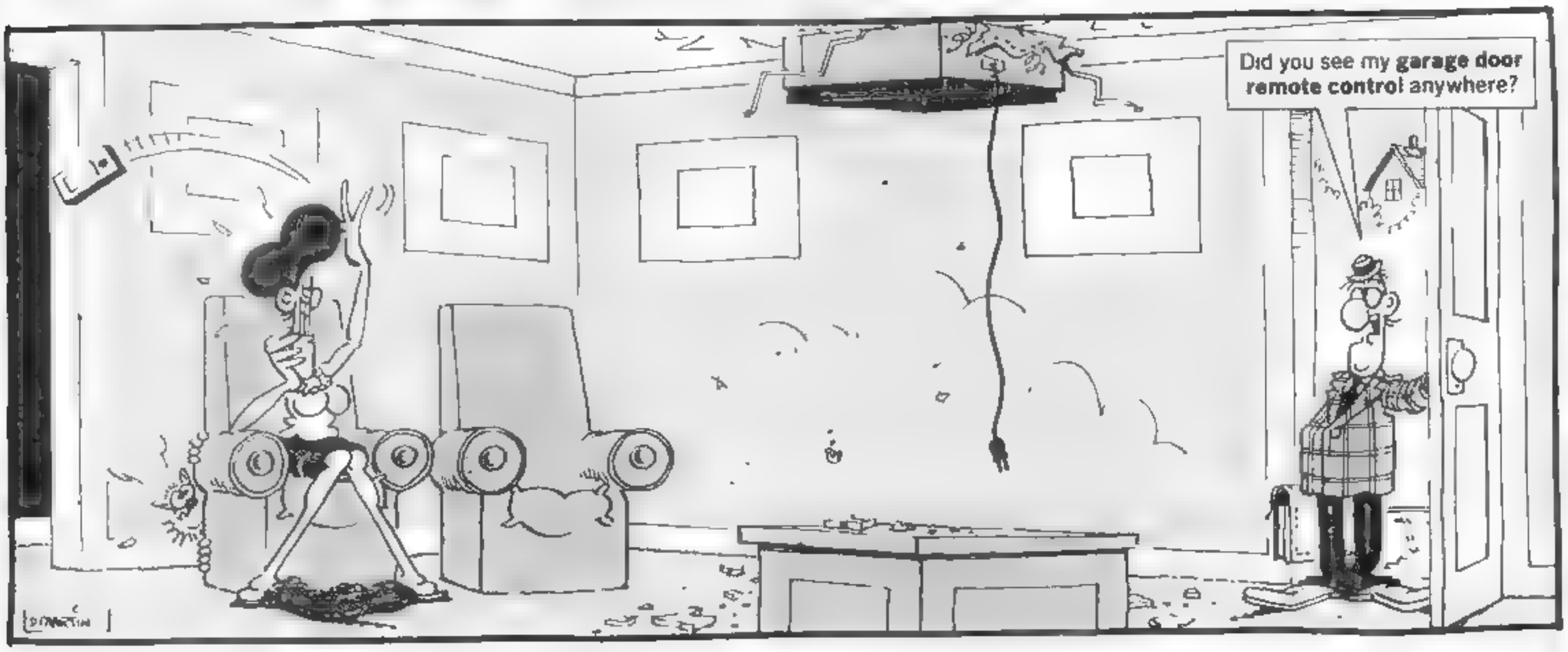
DOCTORS

Doctor, I must really give you the credit for keeping me from possibly becoming an alcoholic!
I wasn't aware you have those problems...
I don't! Your prices are so high that I can't afford to buy liquor!
ROGER KAPUTNIK
David Berg

DON MARTIN DEPT. PART II

ONE WEDNESDAY MORNING IN ROXBURY, CONNECTICUT



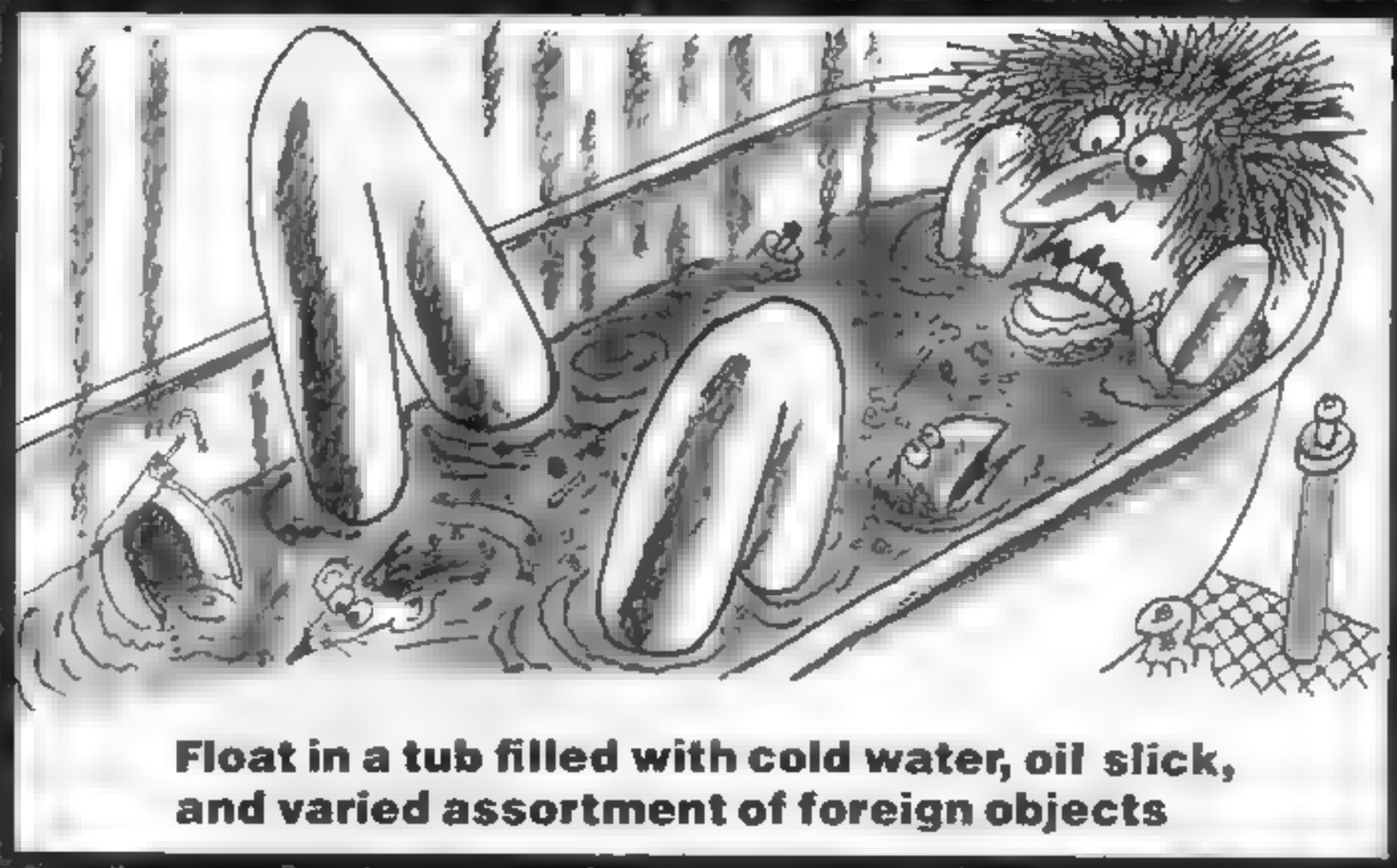


WRITER DON EDWING ARTIST: DON MARTIN

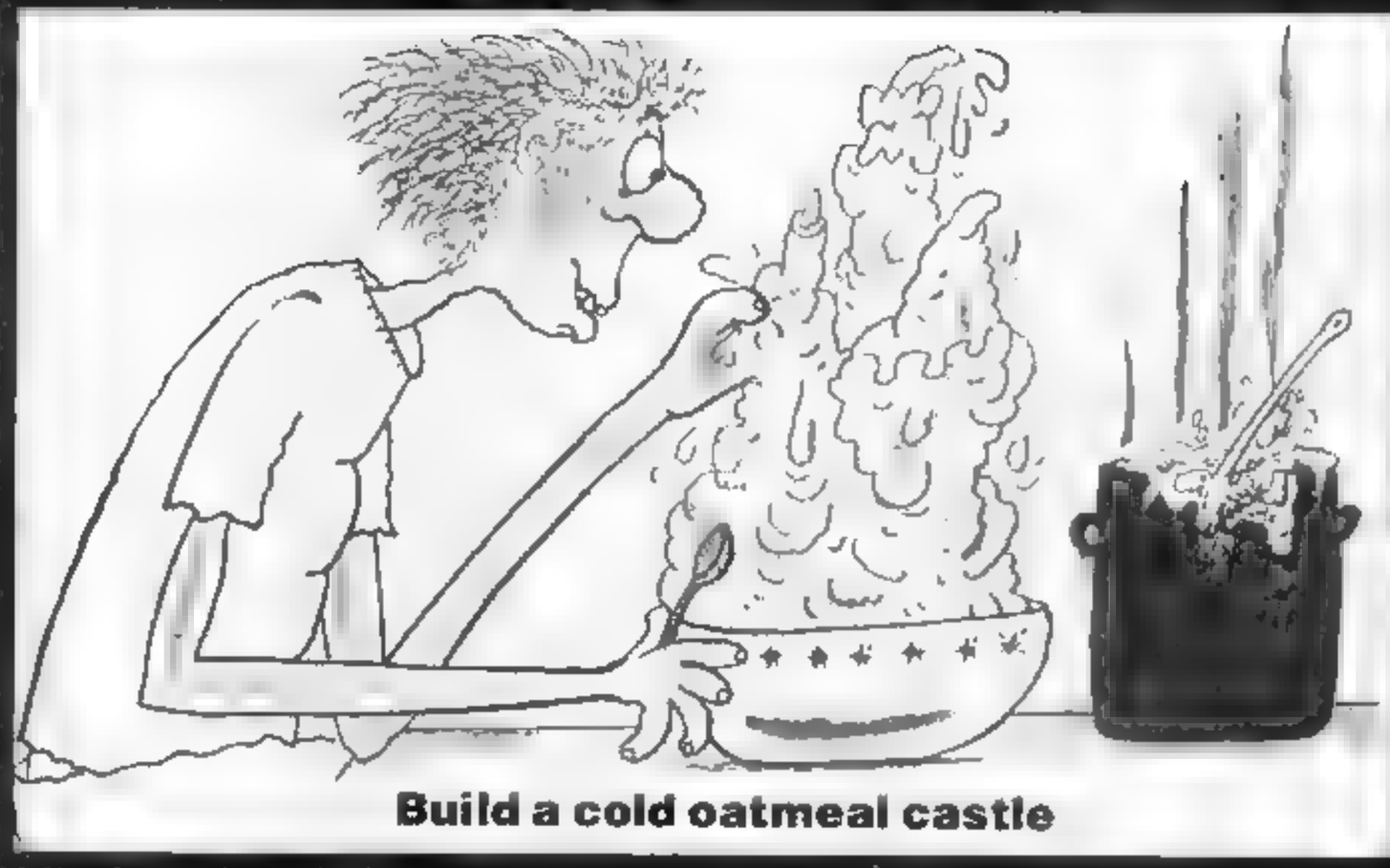
AND NOW HERE ARE SOME QUICK, SI

ENJOY THE FEELING OF A MID-WINTER BI

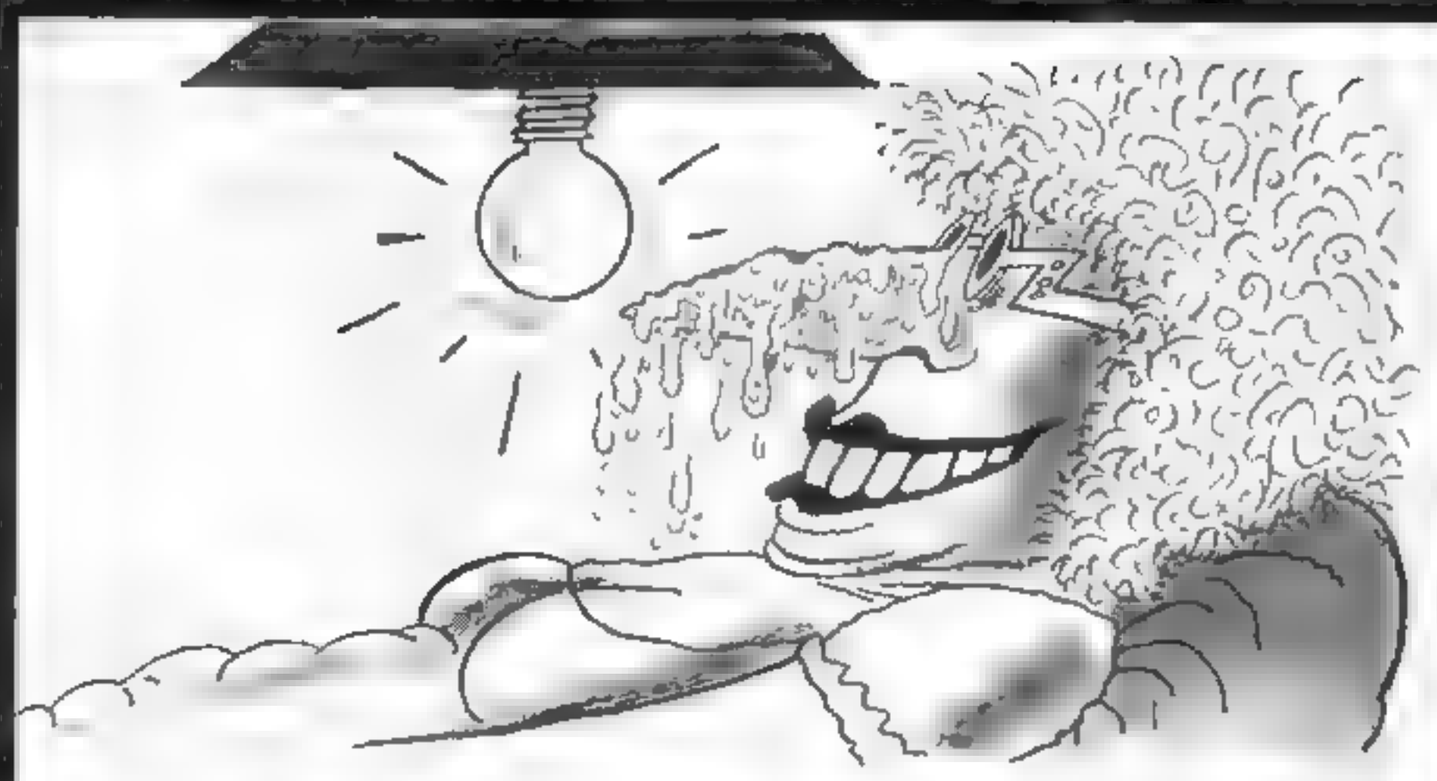
Carry your wallet, keys, and a tube of lotion in your underwear



Float in a tub filled with cold water, oil slick, and varied assortment of foreign objects



Build a cold oatmeal castle

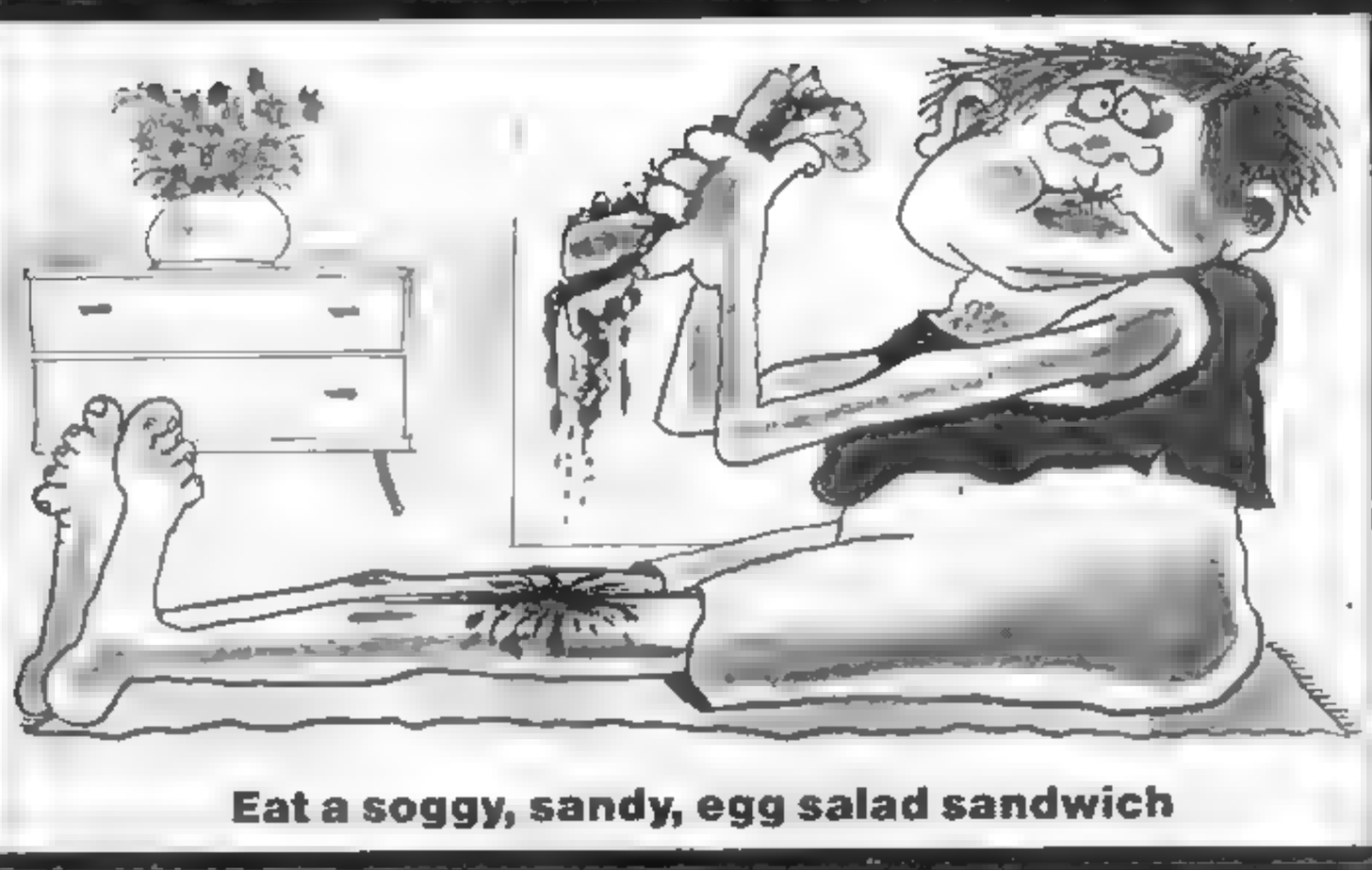


Put oil on your nose and heat it under a naked light bulb

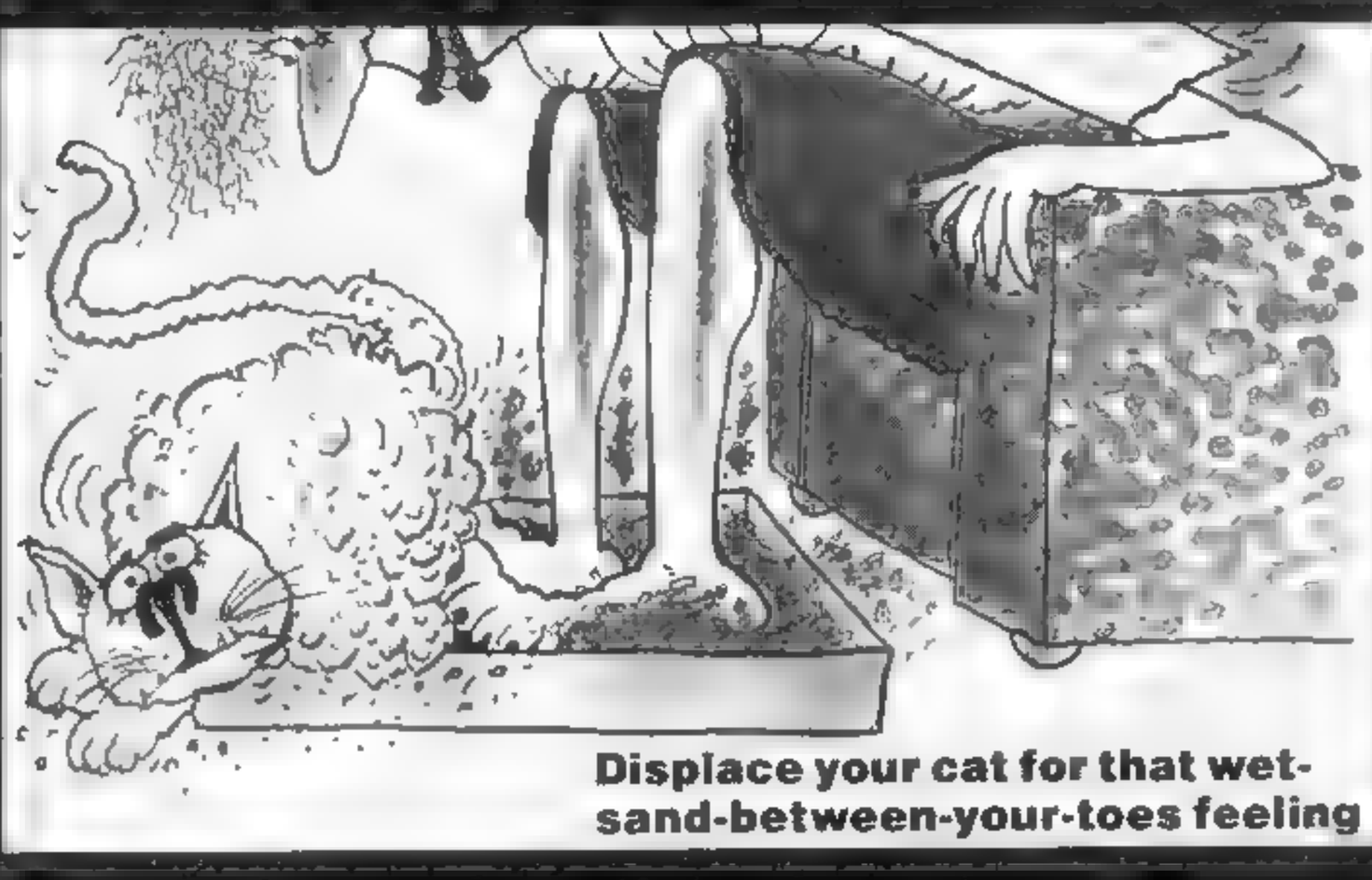
APPY MAD SUGGESTIONS ON HOW TO

ACH VACATION WHILE STAYING AT HOME

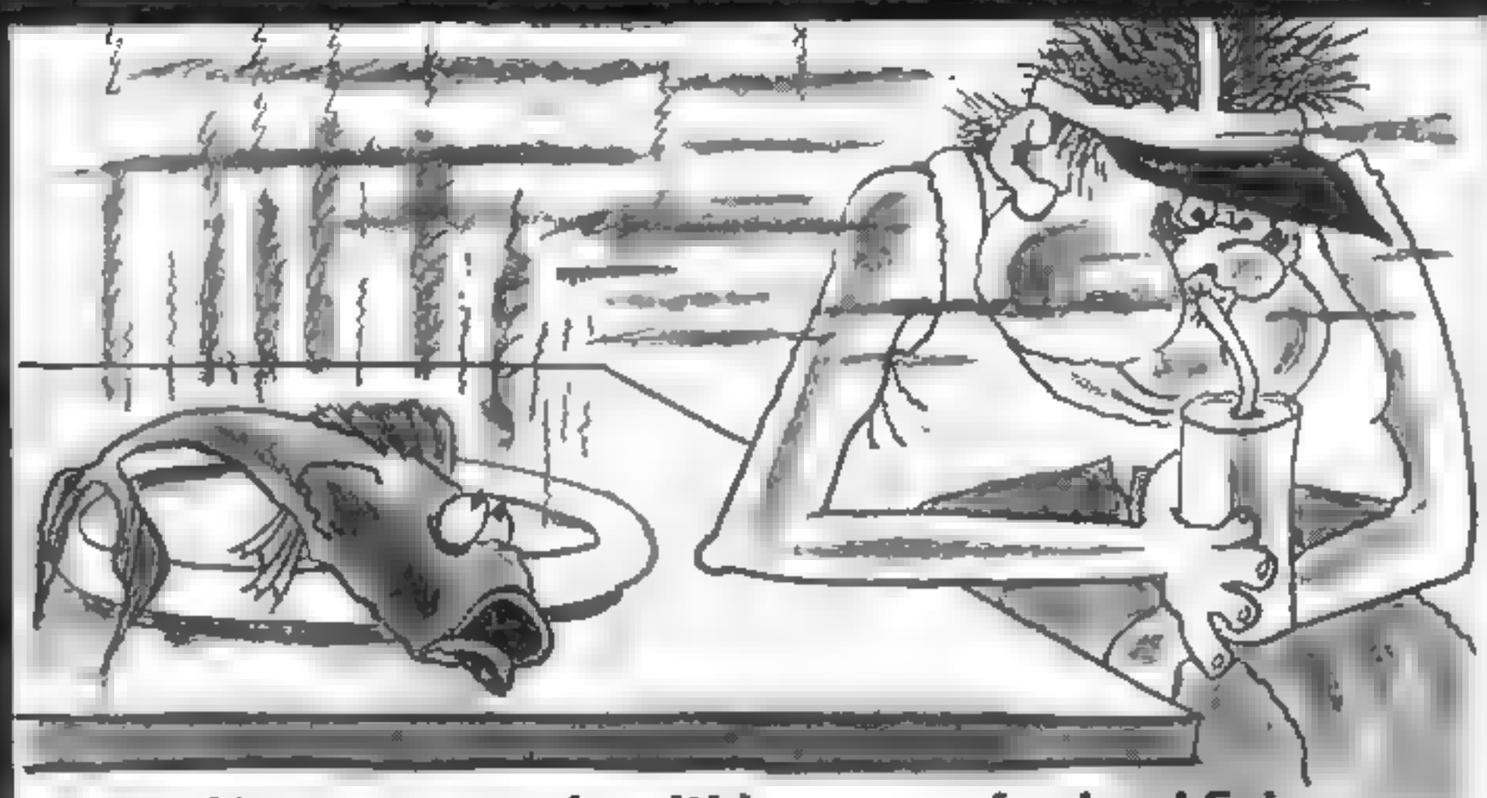
ARTIST AND WRITER: PAUL PETER PORGES



Eat a soggy, sandy, egg salad sandwich



Displace your cat for that wet-sand-between-your-toes feeling



Sip a warm soda within range of a dead fish

Slosh through three inches deep of yecchy liquid to use the bathroom

WHERE'S THE BEAST? DEPT.

In the wilds of the forest, where all God's creatures roam freely, animals must constantly be on the lookout for predators. Mother Nature, in her infinite wisdom, has provided for these animals by giving them the ability to blend in with their wilderness surroundings. But what about those unfortunate creatures who don't live in the wilderness? What about the animals that have to endure the hardships and hassles of city life? Well, not to worry, because Mother Nature has taken care of them quite well, as you'll see by taking a look at...

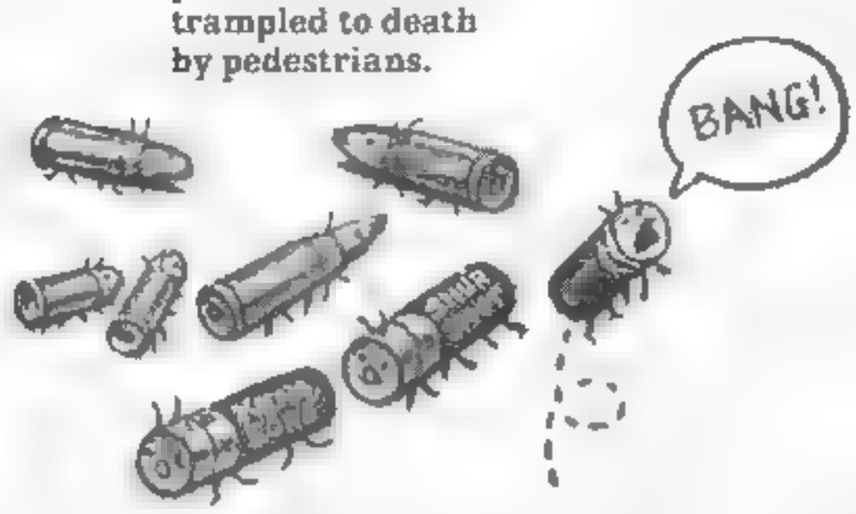
CAMOUFLAGE TRICKS OF CITY ANIMALS

ARTISTS: HARVEY KURTZMAN & WILL ELDER

WRITER RURIK TYLER

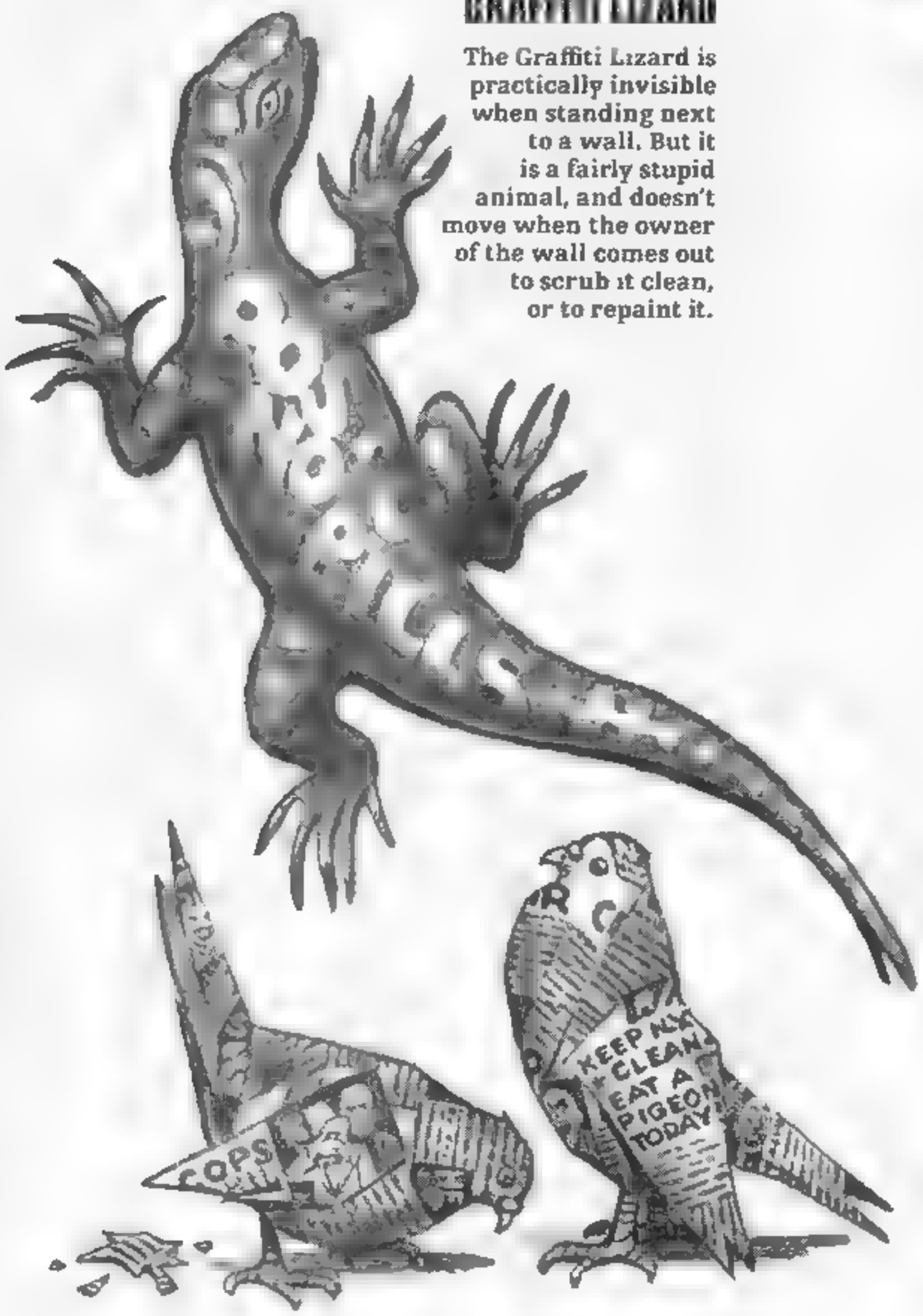
BULLET BEETLE

Bullets in the big city are so common, no one takes notice of them. So while the Bullet Beetle's disguise saves it from predators it is often trampled to death by pedestrians.



GRAFFITI LIZARD

The Graffiti Lizard is practically invisible when standing next to a wall. But it is a fairly stupid animal, and doesn't move when the owner of the wall comes out to scrub it clean, or to repaint it.

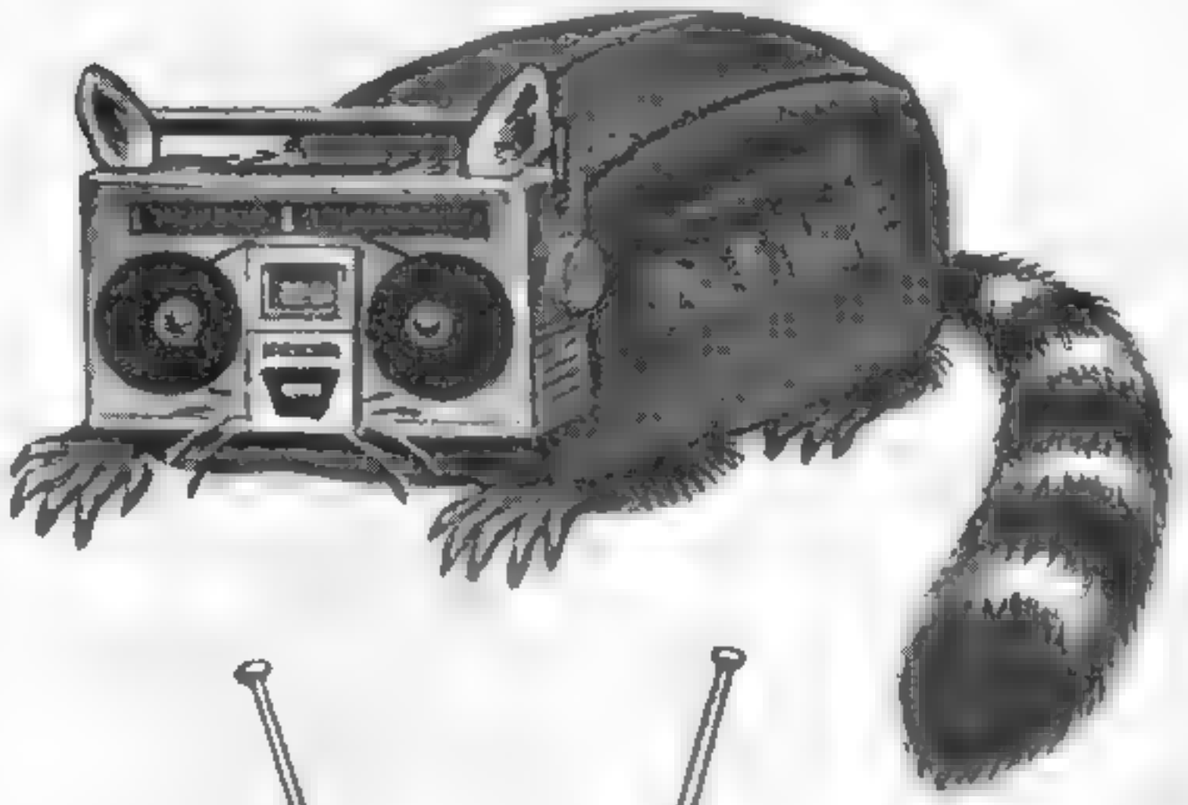


NEWSPAPER PIGEON

Taking advantage of high winds that send newspapers flying, these birds can soar undetected. They are a treat for winos who start out looking for something to use as a blanket and wind up with a meal.

RADIO-FACED RACCOON

The Radio-Faced Raccoon looks like the gear of a typical city kid—a radio face and sports bag body with a clip on raccoon tail. Known to hang on to unsuspecting passersby when in danger, it is a nasty surprise for people who think they have found a free radio.

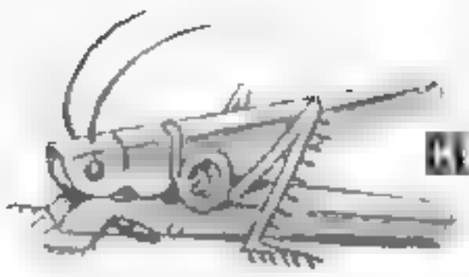


ANTENNAE BUG

The Antennae Bug lives a symbiotic life with the Radio-Faced Raccoon, living off the Raccoon's food scraps. It can also live on top of T.V.'s, buildings and certain visiting martians.

WALKING WINDOW CRACK

The Walking Window Crack is a thin white insect. It's disguise works so well, it is virtually invisible to its predators. It's only worry is being drowned or crushed by the squeegees of window washers who don't realize it's there.



CLOTHESPIN CRICKET

The Clothespin Cricket is a harmless insect. It is threatened only by nearsighted people who ordinarily step on clothespins thinking they are crickets.

BEER TAB BUTTERFLY

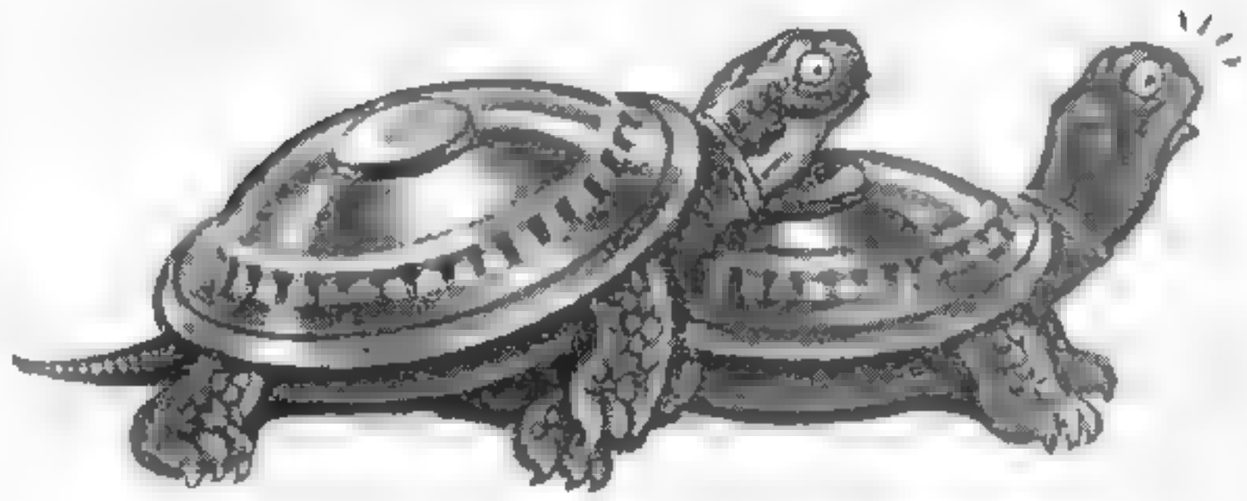
A beautiful creature, the Beer Tab Butterfly has no enemies except oddball bag ladies who use beer tabs as jewelry.

CIGARETTE WORM

The Cigarette Worm's camouflage is very effective. Its only enemies are smoking birds.

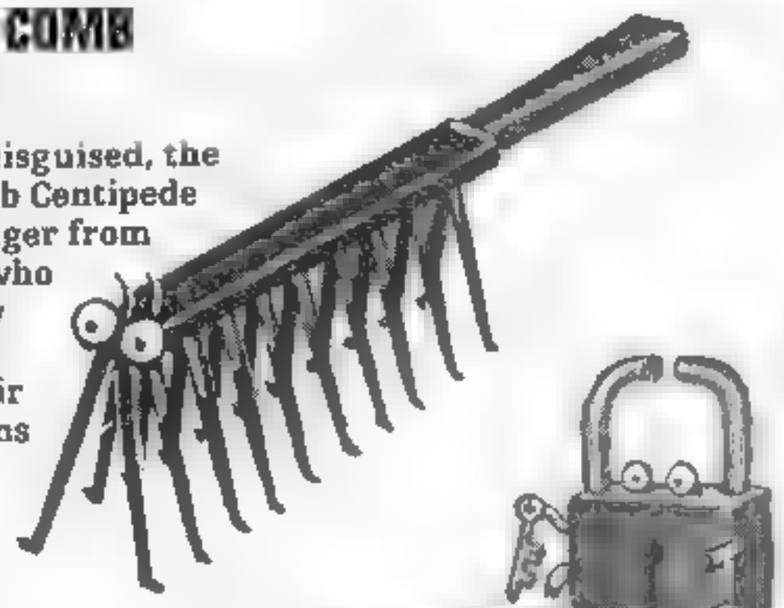
HUBCAP TURTLE

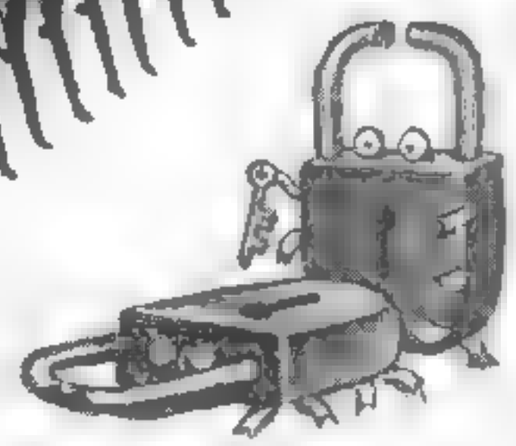
Very slow and harmless, the Hubcap Turtle is fine until a young hubcap thief figures him for an easy score.



CRAWLING COMB CENTIPEDE

Wonderfully disguised, the Crawling Comb Centipede only faces danger from those people who don't have any qualms about acquiring their grooming items from the gutter.





PADLOCK BEETLE

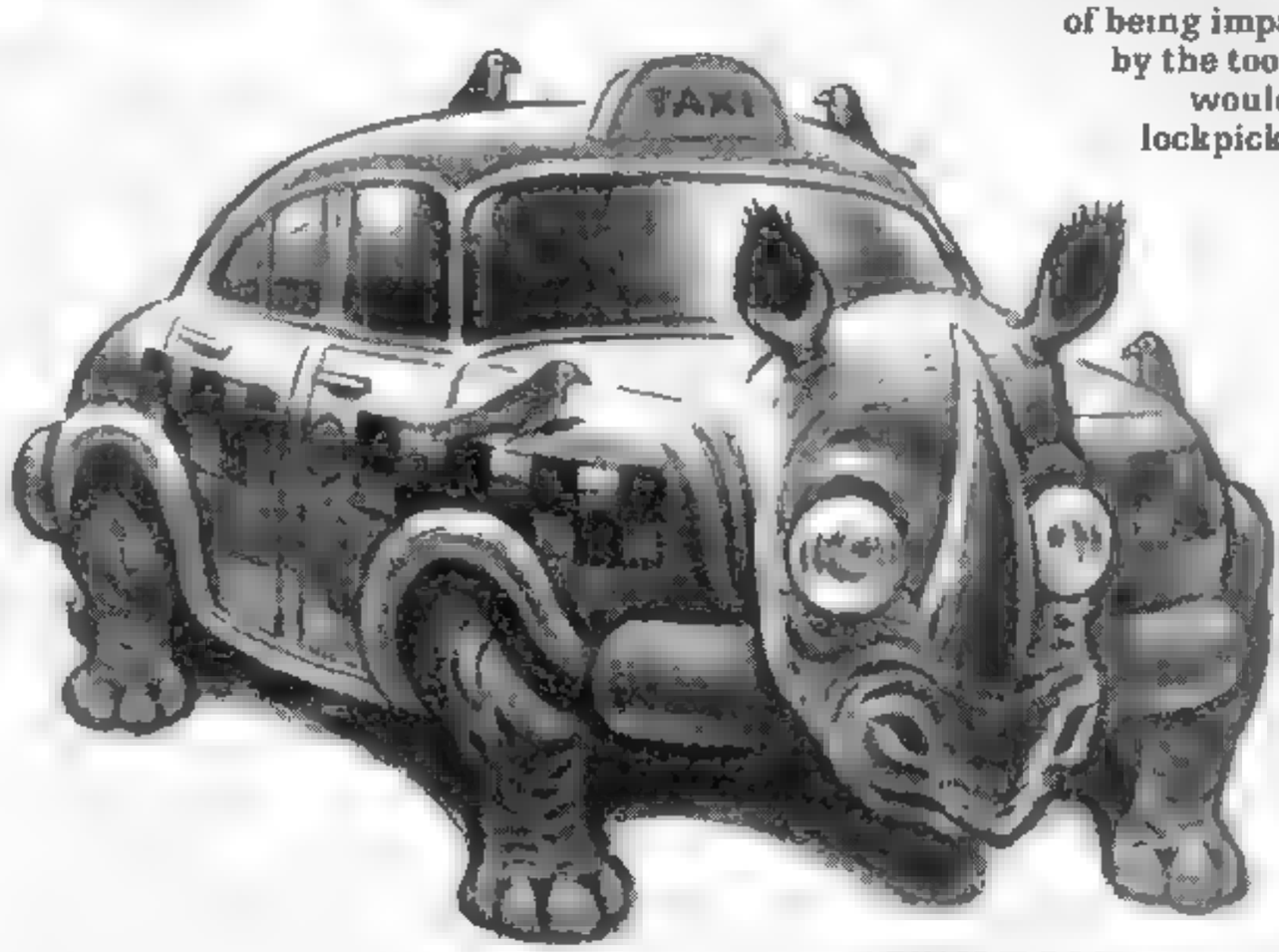
The Padlock Beetle has super strong mandibles that allow it to hang from anything! Yet, when lying in the gutter, it looks like a snapped lock and is left alone. It lives with constant fear of being impaled by the tools of would-be lockpickers.

CHANGE PURSE CLAM

The Change Purse Clam is a miser's delight. Once something finds its way in, the jaws snap shut and nothing gets out again.

EXTENSION CORD ANACONDA

The Extension Cord Anaconda is a cousin of the electric eel. It is usually found in display bins at big city hardware stores where it is often mistaken for the real thing, taken home and electrocuted.



RHINO CAB

This big lumbering animal roams the street with no worries. It's built better than any modern car and can walk away from a collision. It comes with its own horn.

POLITE SWITCH DEPT.

MAD'S 14 GOOD B

ARTIST: PAUL COKER

RULE # 1

Be helpful despite one's own problems

RULE # 3

Show regard for the possessions of others.

RULE # 4

Bolster the spirits of the ailing.

RULE # 5

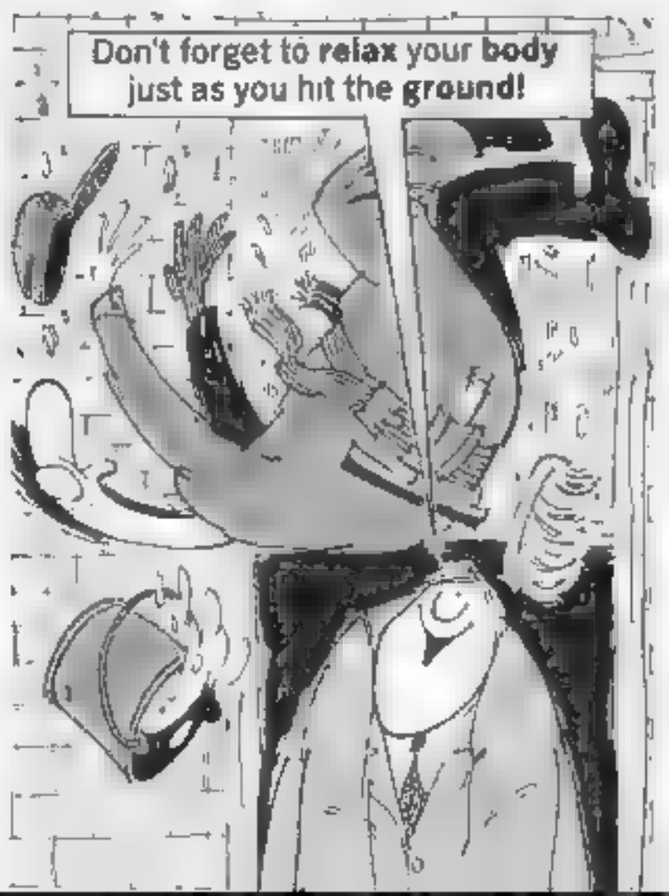
Give comfort to those facing hardship.

RULE # 9

Be sensitive to the sad and downhearted.

RULE # 10

Give helpful advice to the troubled.



RULE # 11

Be tolerant of the mistakes of others.

RULES OF EHAVIOR

WRITER: FRANK JACOBS

RULE # 2

Always help others to help themselves.

RULE # 6

Maintain a positive outlook in times of crisis.

RULE # 7

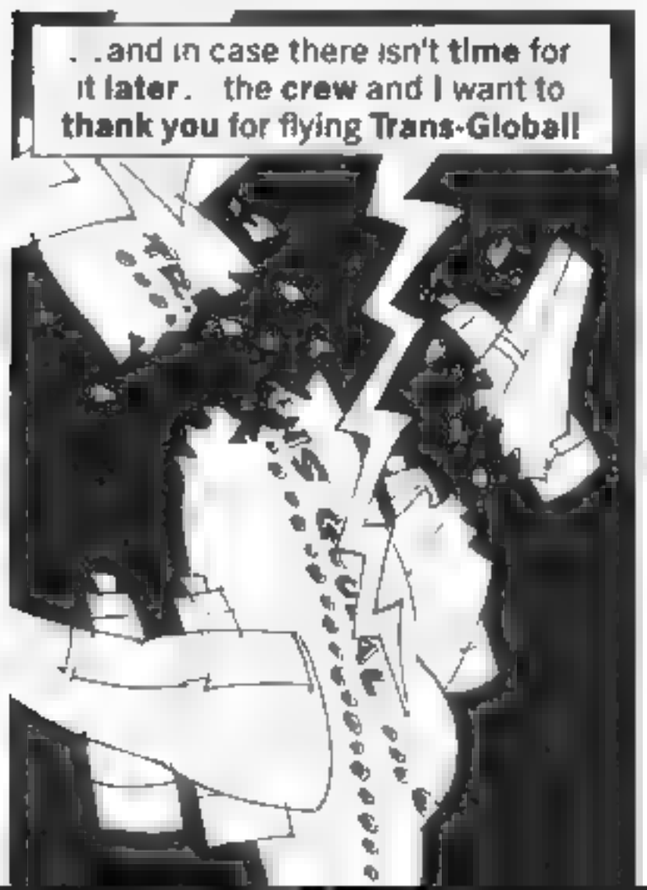
Be gracious in victory ...

RULE # 8

. . .and also in defeat.

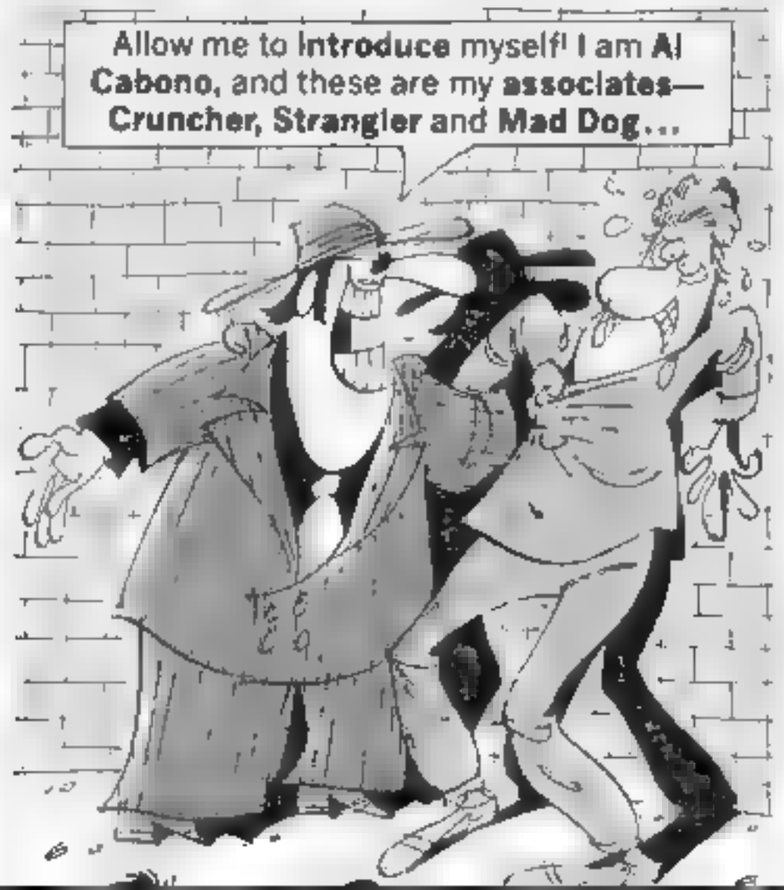
RULE # 12

Be courteous in times of stress.



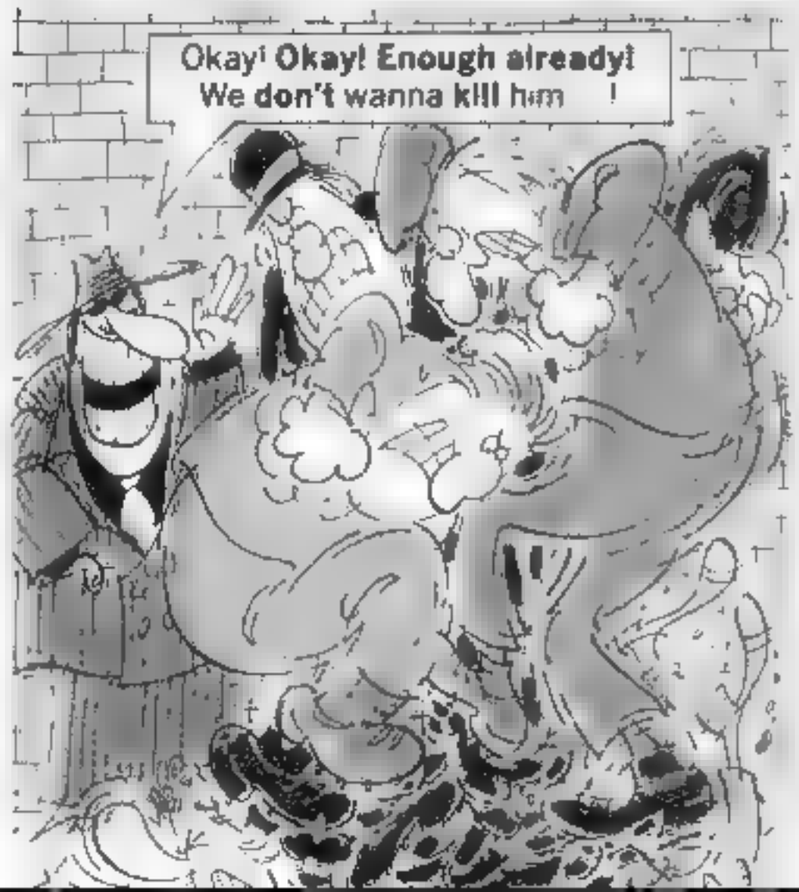
RULE # 13

Display good manners on all occasions.



RULE # 14

Show compassion for the less fortunate.



CLICK
SPY vs SPY
BOOM

TAKE A POWDER DEPT.

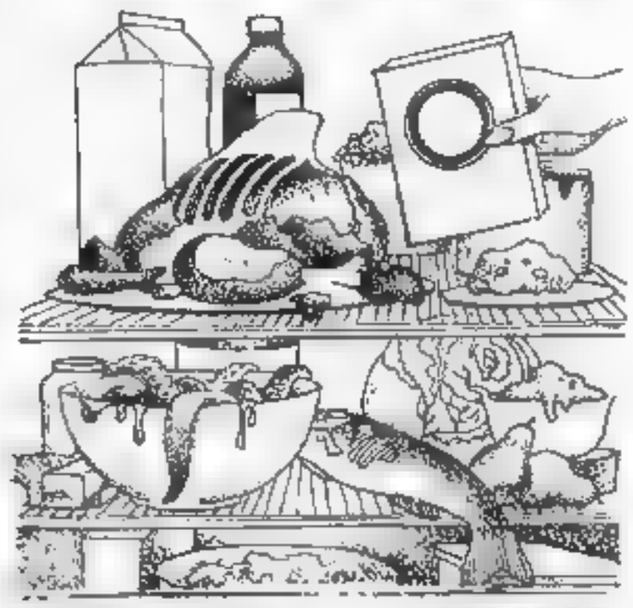
You've seen it on television commercials...and you've read about it in newspapers and magazine ads! It's the

AMAZING MIRACLE OF THE 20TH CENTURY!

ARM & HAMMER Baking Soda

IT FRESHENS YOUR CARPETS!

IT SANITIZES YOUR DRAIN!



IT KEEPS YOUR REFRIGERATOR SMELLING SWEET AND CLEAN!

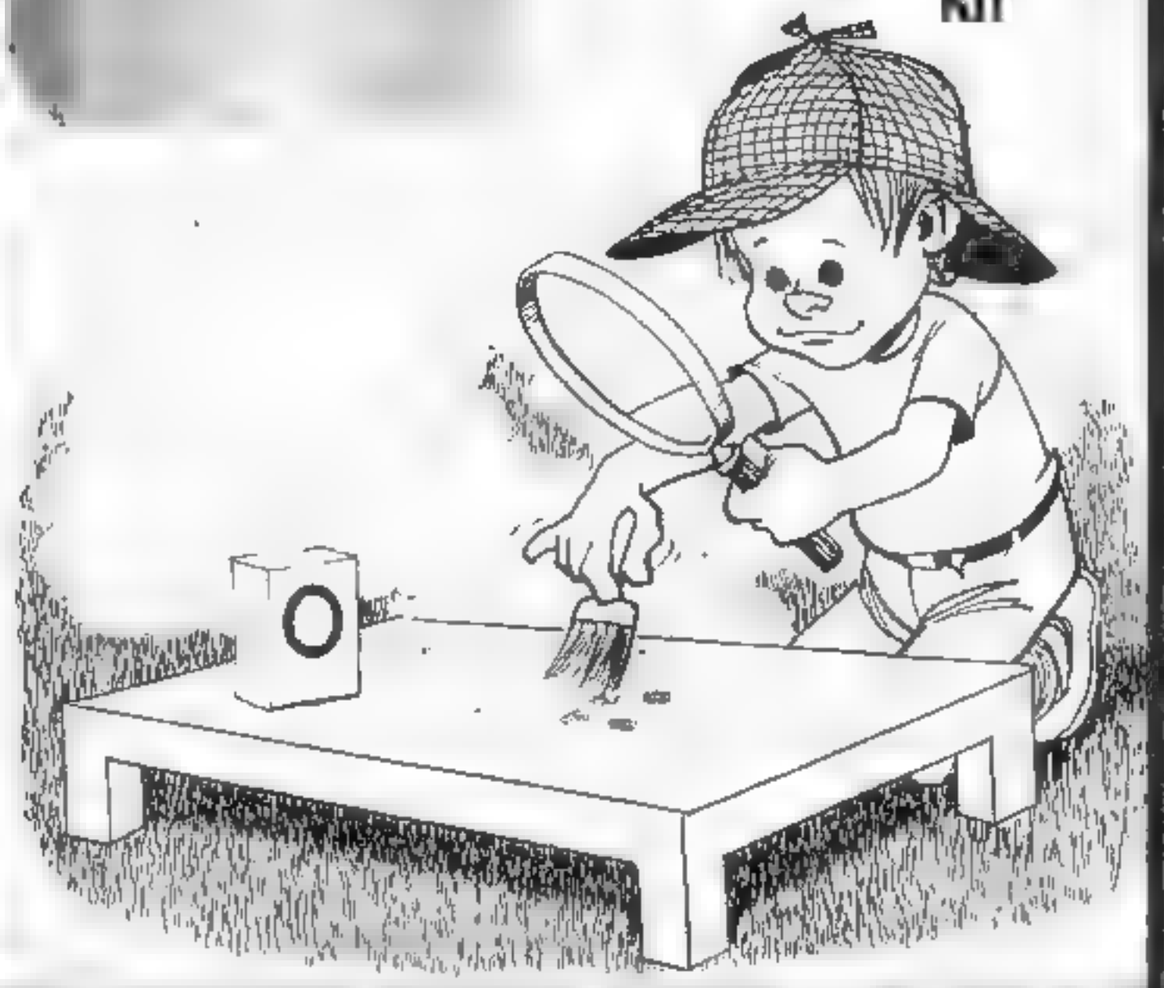
IT DEODORIZES CAT BOXES! IT CLEANS YOUR TEETH...

...IN FACT, IT DOES ANYTHING ARM & HAMMER THINKS WILL MAKE YOU BUY IT! AND EVERY YEAR, THEY MANAGE TO DISCOVER NEW WAYS THAT THEIR BAKING SODA CAN IMPROVE YOUR LIFE! IN FACT, WE CAN ALMOST ASSUREDLY LOOK FORWARD TO THESE...

NEW USES FOR ARM & HAMMER BAKING SODA

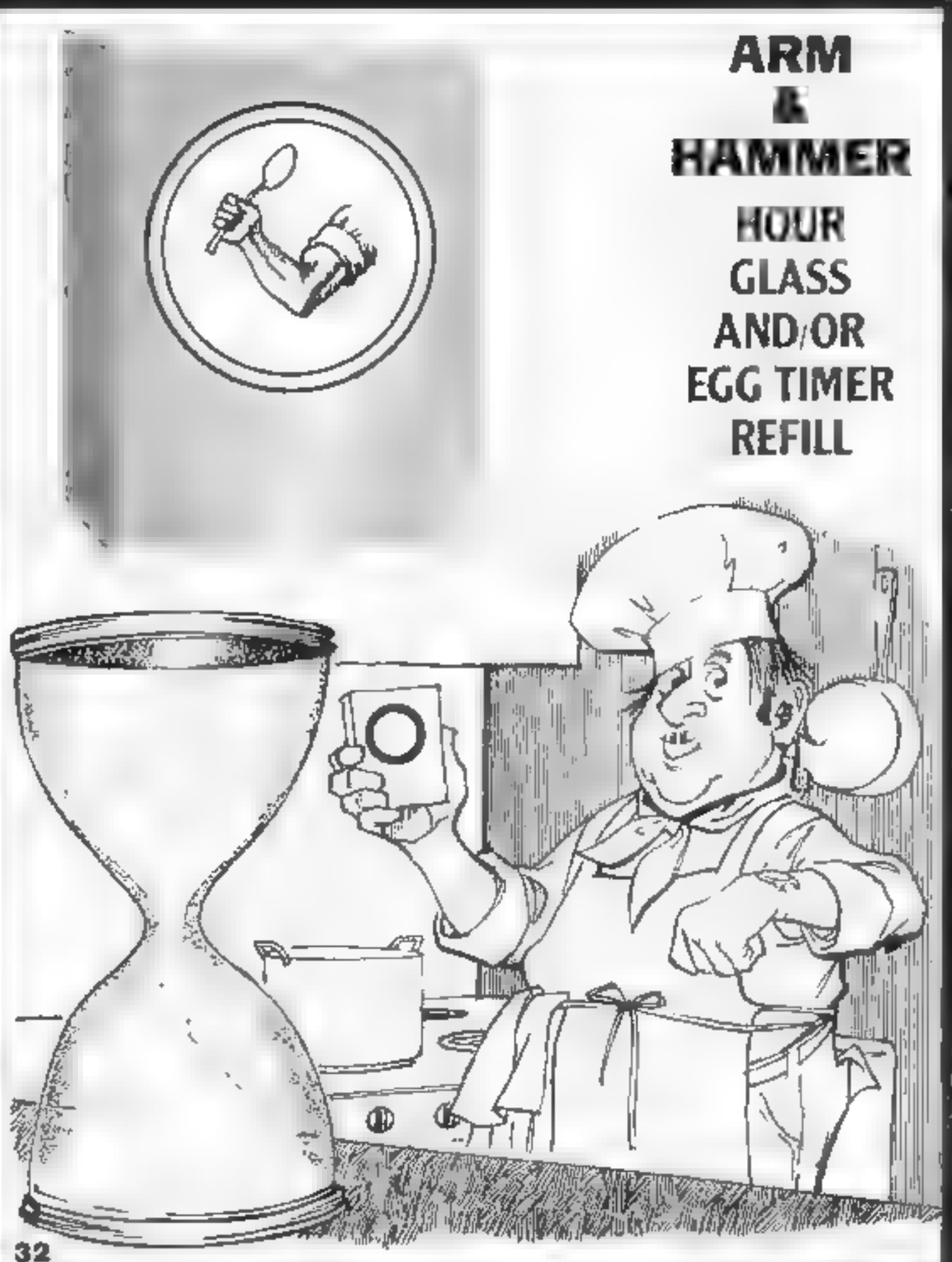
ARTIST: BOB CLARKE WRITER: MIKE SNIDER

ARM
&
HAMMER
"JUNIOR
PRIVATE EYE"
FINGERPRINT
DUSTING
KIT

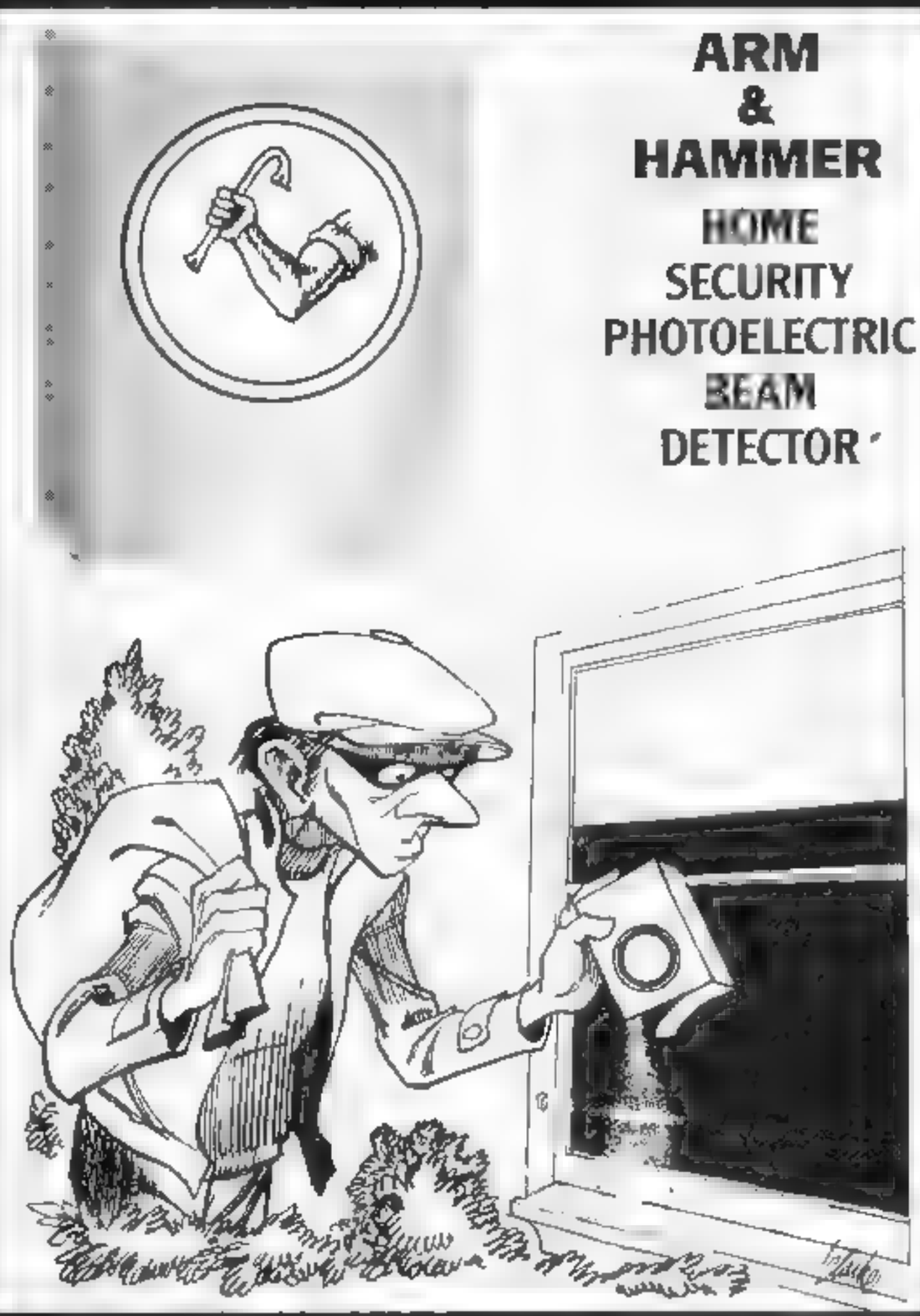


ARM
&
HAMMER
"LIFE
OF THE
PARTY"
FAKE
COCAINE

ARM
&
HAMMER
HOUR
GLASS
AND/OR
EGG TIMER
REFILL

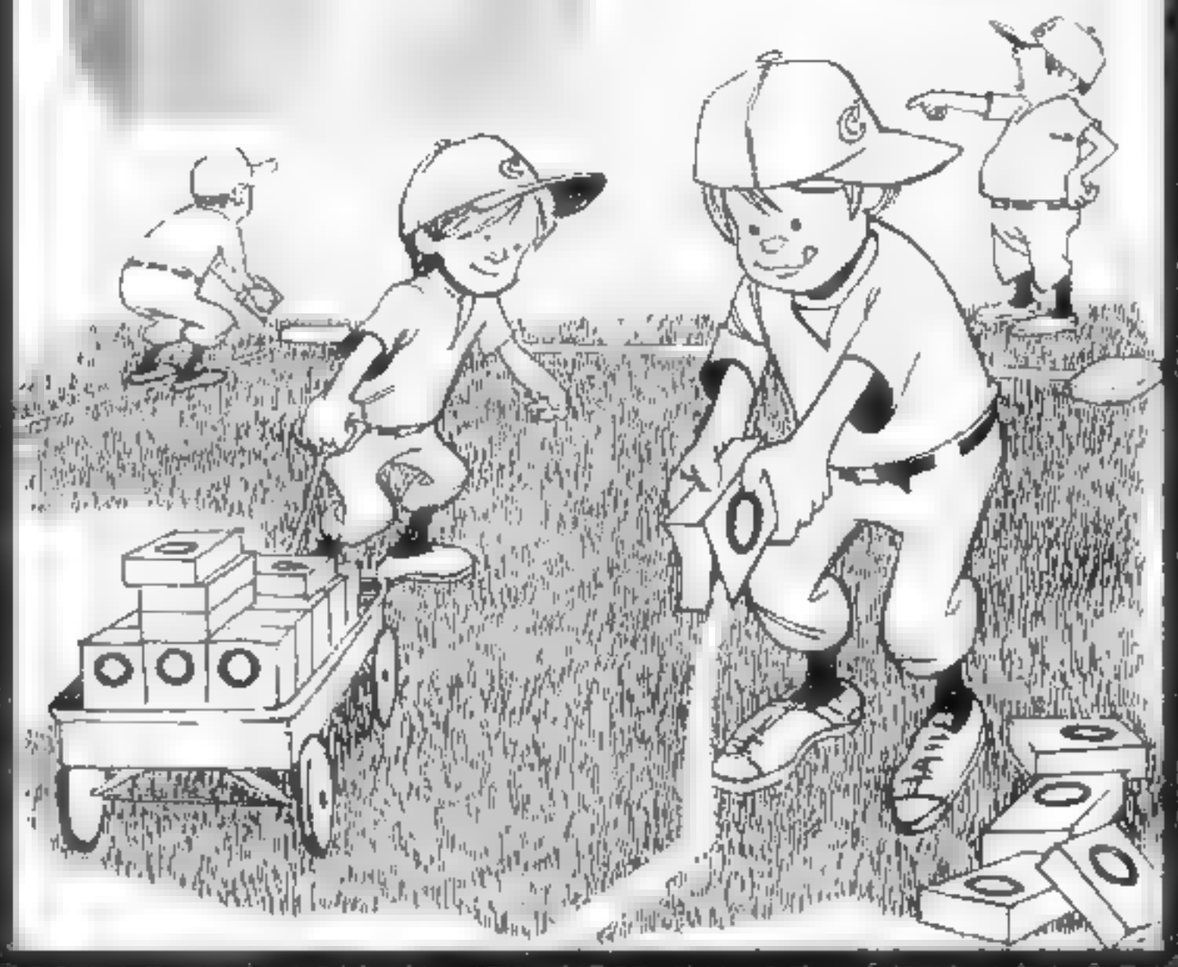


ARM
&
HAMMER
HOME
SECURITY
PHOTOELECTRIC
BEAM
DETECTOR



ARM
&
HAMMER

SANDLOT
BASEBALL
FOUL LINE
MARKING
POWDER



ARM
&
HAMMER

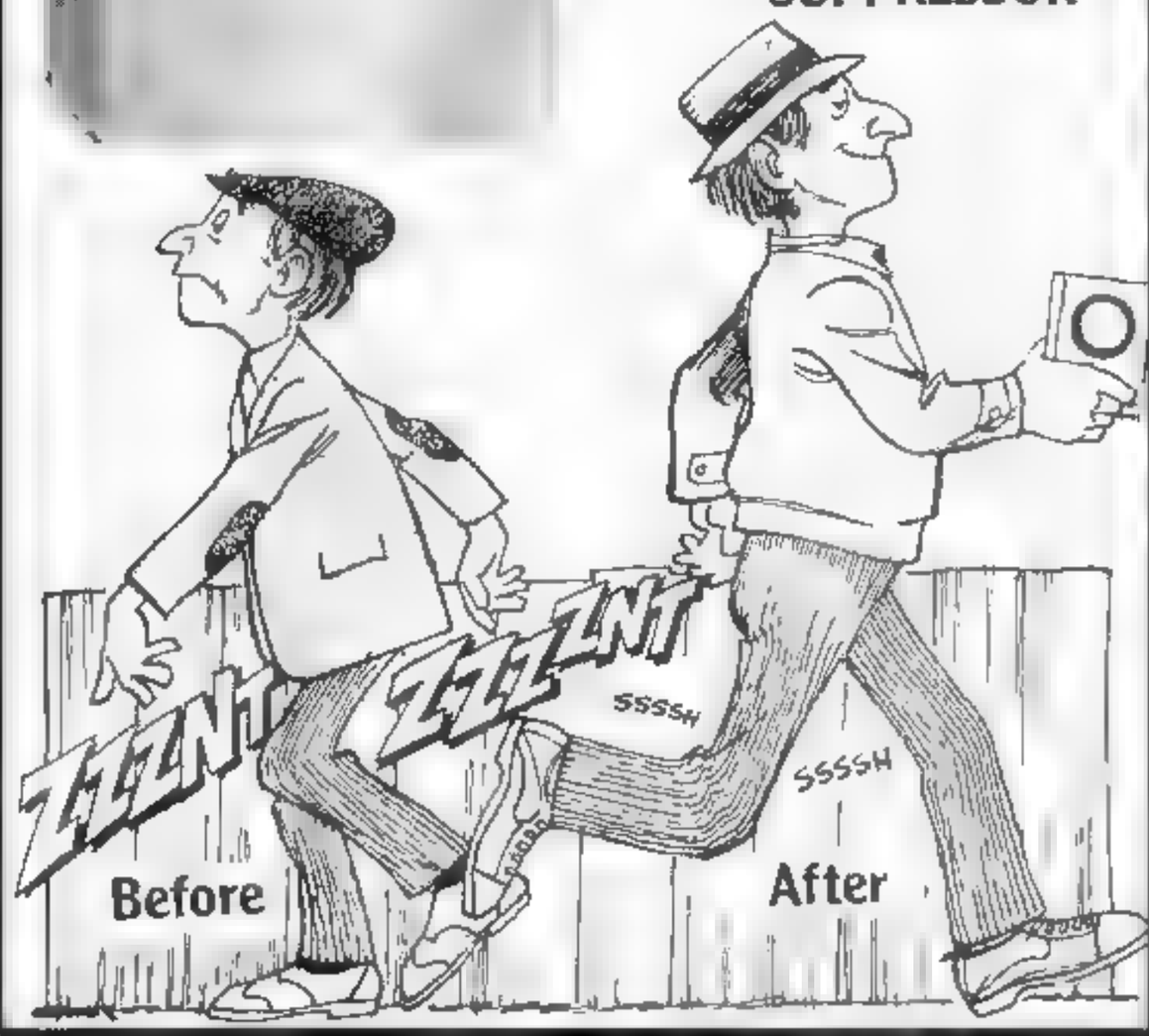
ROTARY DIAL
TELEPHONE
FINGER
HOLE
LUBRICANT

ARM
&
HAMMER

SHINY
BALD
HEAD
INSTANT
DE-GLOSSER

ARM
&
HAMMER

CORDUROY
PANTS
EMBARRASSING
NOISES
SUPPRESSOR

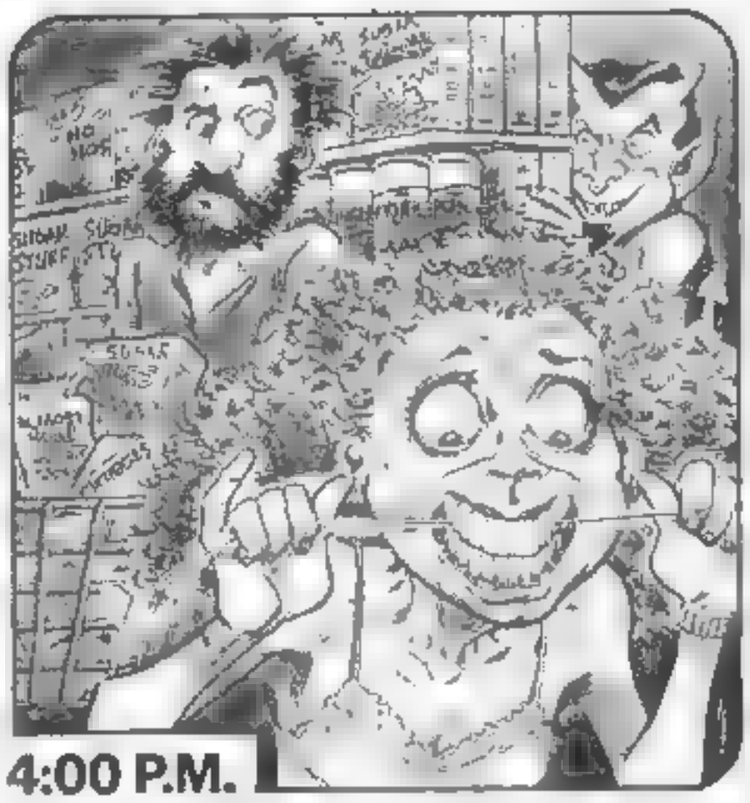


TUNER FISHING DEPT.

The most successful cable networks today are those that specialize—like ESPN (sports), CNN (news), Lifetime (health), The Weather Channel (what else?), Cinemax (movies), and Showtime (more movies). You can bet this is only the beginning. It's just a matter of time before cable TV will hit other specialized areas. Just think of the time you'll be able to waste as you flip your dial and choose from among the following assortment of

SPECIAL NETWO

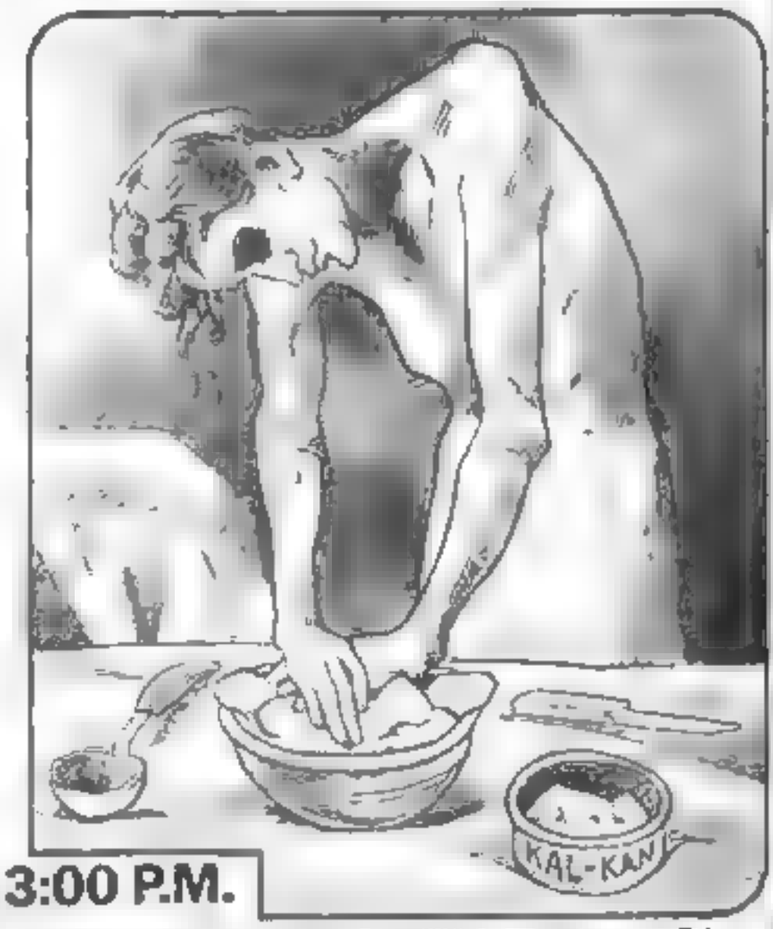
WEIRDOVISION **For Creeps and Loonies**



4:00 P.M.

CRAZE OF OUR LIVES—Serial Mary Beth's flossing compulsion gets worse after Richard sees Satan in the local 7-11. Phillip gets Olivia to bankroll his underwater commune.

THE HAVE-NOT NETWORK **For the Very Poor**

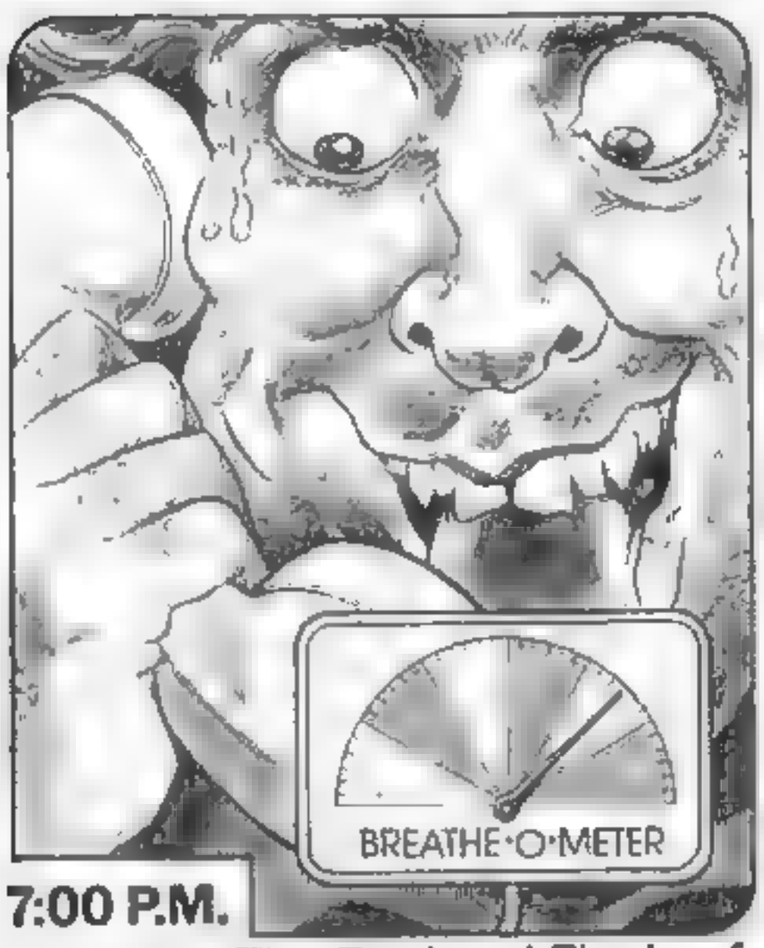


3:00 P.M.

CONNIE'S KITCHEN Today: Six minimally nutritious dishes you can feed a family of eight, with left-over dog food and sawdust.

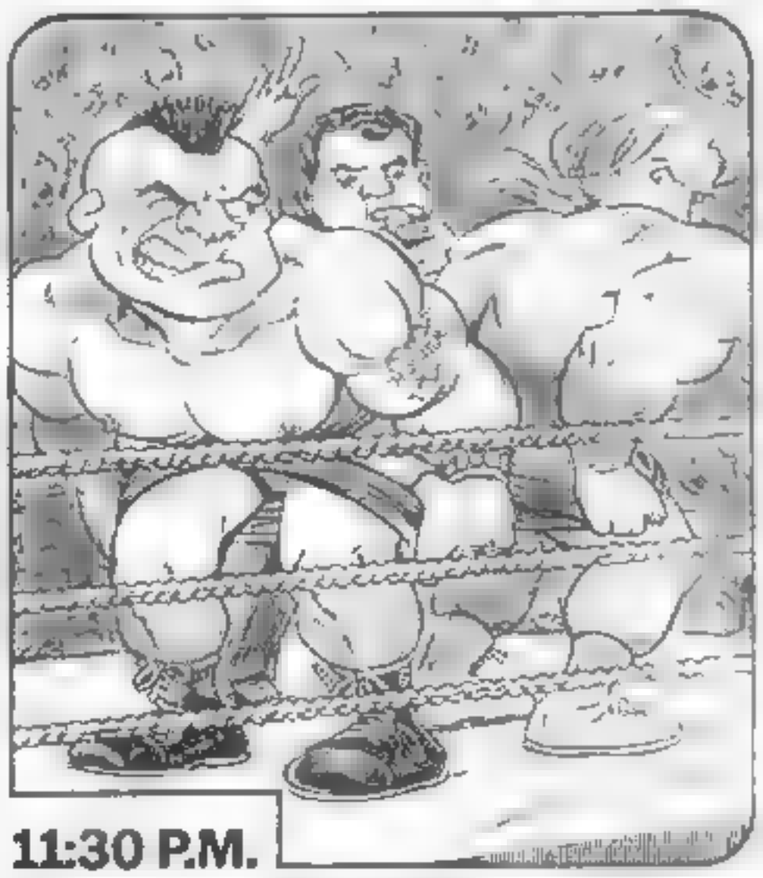
IZED CABLE TV
ORKS OF THE FUTURE

ARTIST: SAM VIVIANO WRITER: FRANK JACOBS & EARLE DOUD



7:00 P.M.
SPECIAL The Regional Finals of our Obscene Phone-Callers Breathe-athon, live from Akron, Ohio.

10:30 P.M.
NUTLINE WITH RED BOPPEL —News WeirdoVision correspondents provide proof for the theory that the Grand Canyon was a shopping center for the ancients.



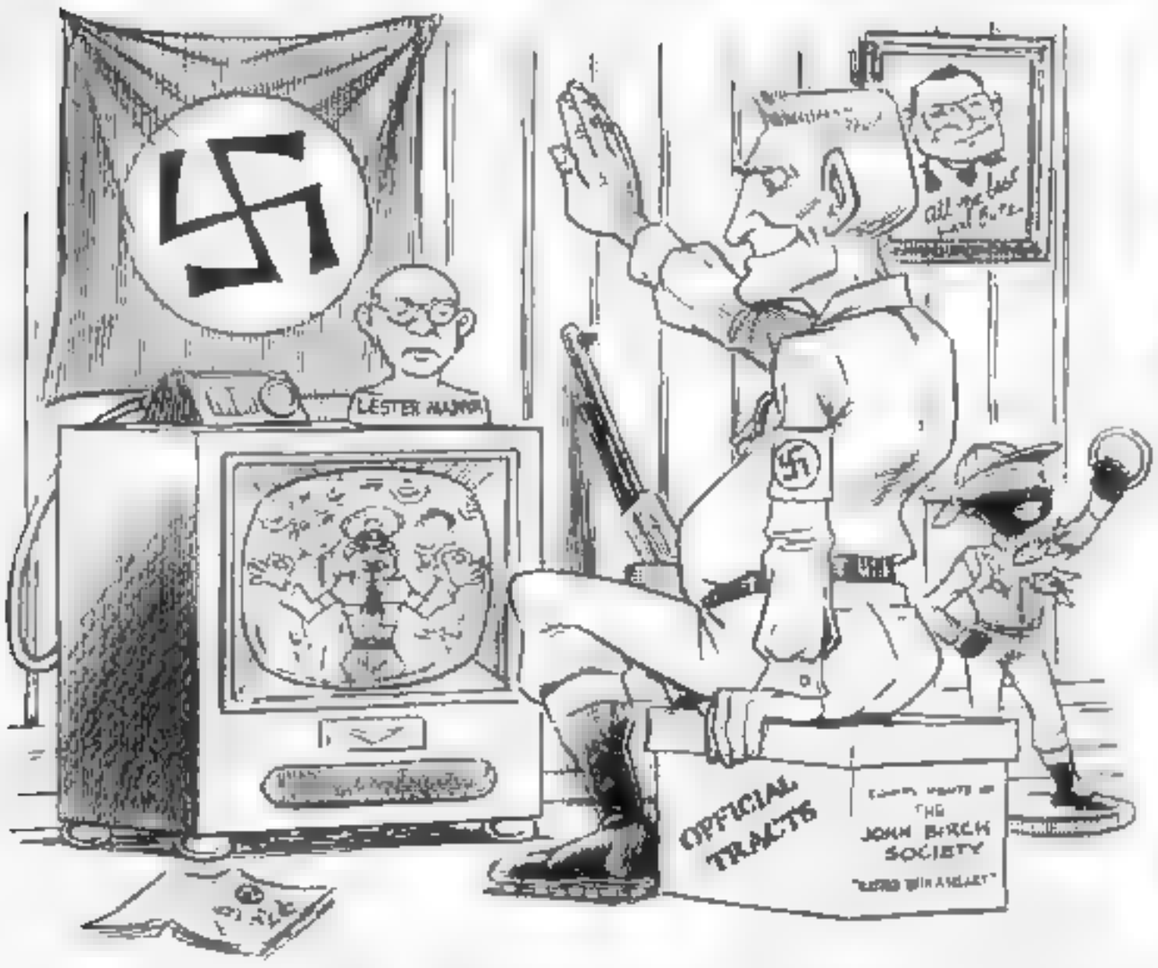
11:30 P.M.
TOP-RANKED MOONING Main bout: Middleweight "Buns" Worthington takes on "Cheeks" McInerney. Live from Atlantic City.

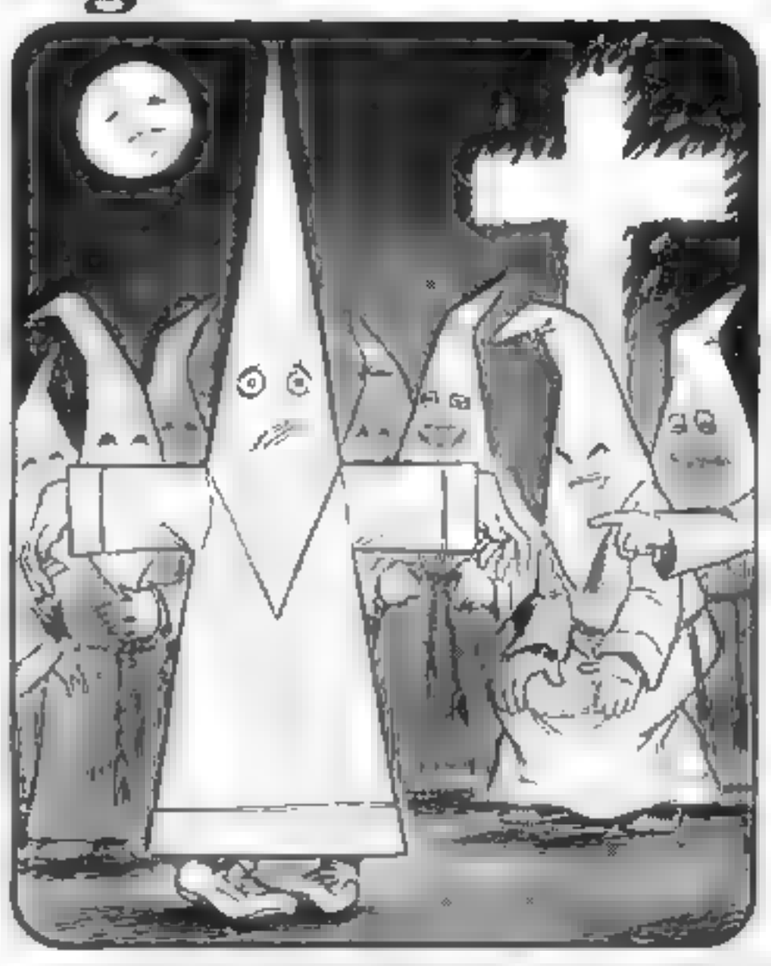
9:00 P.M.
TRAPDOOR JOHN, M.D.—Drama When a rat invasion creates a typhus epidemic, Trapdoor uses his ghetto patients as human guinea pigs for untested serums.

11:00 P.M.
MOVIE—Drama "I was a Teenage Blood Donor." An illiterate high-school drop-out vows vengeance on a clinic when the blood he wants to sell for drug money is turned down for containing an icky substance.

12:30 A.M.
BEGGING, AMERICAN STYLE —Debate Panhandlers Roscoe Muncrief and Slats Pomeroy argue which is comfier as a doorway mattress—discarded liquor cartons or the Sunday N.Y. Times.

THE HATE CHANNEL **For Bigots**





7:00 P.M.
THE FOSTER FAMILY—Drama Charlie loses his job and blames it on the Jews. Donna turns in her spic gardener into immigration. Billy and Uncle Andy dynamite a gook's flower shop.

9:30 P.M.
THOSE KRAZY KLANSMEN—Comedy Eddie shows up late for a midnight cross-burning after Myra starches his sheet.

10:00 P.M.
SING ALONG WITH HEINRICH—Variety The Brownshirt Boys render a medley of Nazi marching songs, accompanied by the Stormtrooper Strings and the Mein Kampf Dancers.

THE NEUROTIC NETWORK **For People With Problems**

8:00 A.M.
WEATHER Meteorologist Warren Wyman points out the possibilities of rain and the guilt he feels in even bringing it up.

1:00 P.M.
GREAT LIVES—Documentary Today: Why Napoleon Bonaparte conquered Europe and how it still wasn't enough for his mother.

4:00 P.M.
BOXING'S BIGGEST MOMENTS A playback of the Marvin Mugler-Lester Hearns '73 title bout. Key moment: When Mugler faces arena fans and yells, "What the hell are you staring at?"

THE VIOLENCE CHANNEL **For the Bloodthirsty**

6:00 P.M.
LET'S TALK TERRORISM—Discussion Syrian fanatic Omar Wahdi demonstrates how to make a car-bomb at home for under $20.

7:30 P.M.
CRUNCHER IN CHARGE—Comedy Cruncher mistakes a UPS delivery man for a rival street-gang leader and fractures his skull with a crowbar. Wally's shotgun goes off in his face. Zappy drives his motorcycle into a funeral procession.

8:00 P.M.
BLOODSHED BEAT Highlights: Coverage of Ugandan troops wiping out a defenseless village; close-ups of airliner crash victims; scenes of Chilean death squads in action.

WIDE WORLD OF SNORTS DEPT.

What with the recent drug scandals rocking the baseball world, it's time to revise that grand old song, "Take Me Out to the Ball Game." So sing along, sports fans, as Mad presents...

ZONK ME OUT AT THE BALL GAME

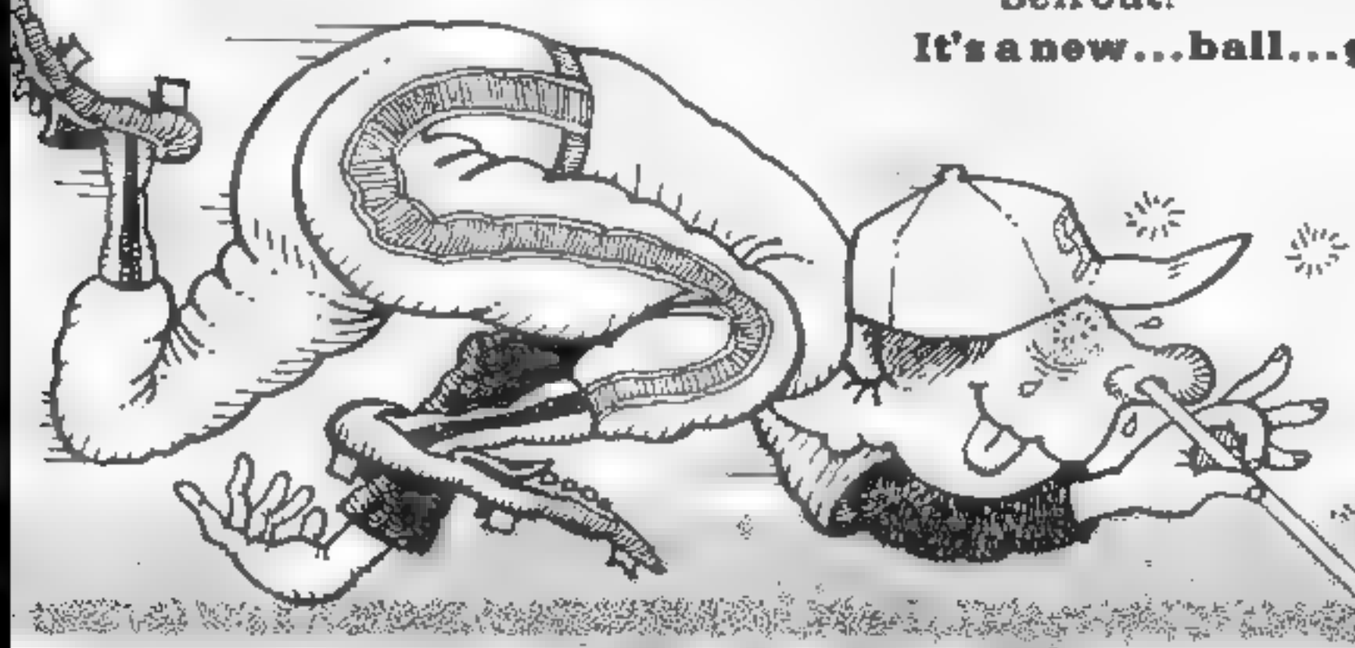
ARTIST: AL JAFFEE WRITER: FRANK JACOBS

IDEA BY: JOHN AMBROSIO

Zonk me out at the ball-gam■—
Zonk me out with co-caine!
I've got a gram in my catch-er's mitt—
Grab...a...straw and we'll all take a hit!
So let's toot, toot, toot in the club-house—
If you're...not high, that's a shame!
For it's one, two, three snorts—
Get stoned!
It's a new...ball...game!

Zonk me out at the ball-game—
Zonk me out of my skull!
I've got a dealer who treats...me nice—
Highs...cost...high, but it's sure worth the price!
So let's toot, toot, toot in the bull-pen—
Hell, win...or lose, it's the same!
For it's one, two, three snorts—
You're hooked!
It's a new...ball...game!

Zonk me out at the ball-game—
Zonk me till we get caught!
I'll tell the league that my nose...is clean,
Help...them...clean up the whole rotten scene,
'Cause I'll rat, rat, rat on my team-mates!
Who cares...if they get the blame!
For it's one, two, three snorts—
Sell out!
It's a new...ball...game!



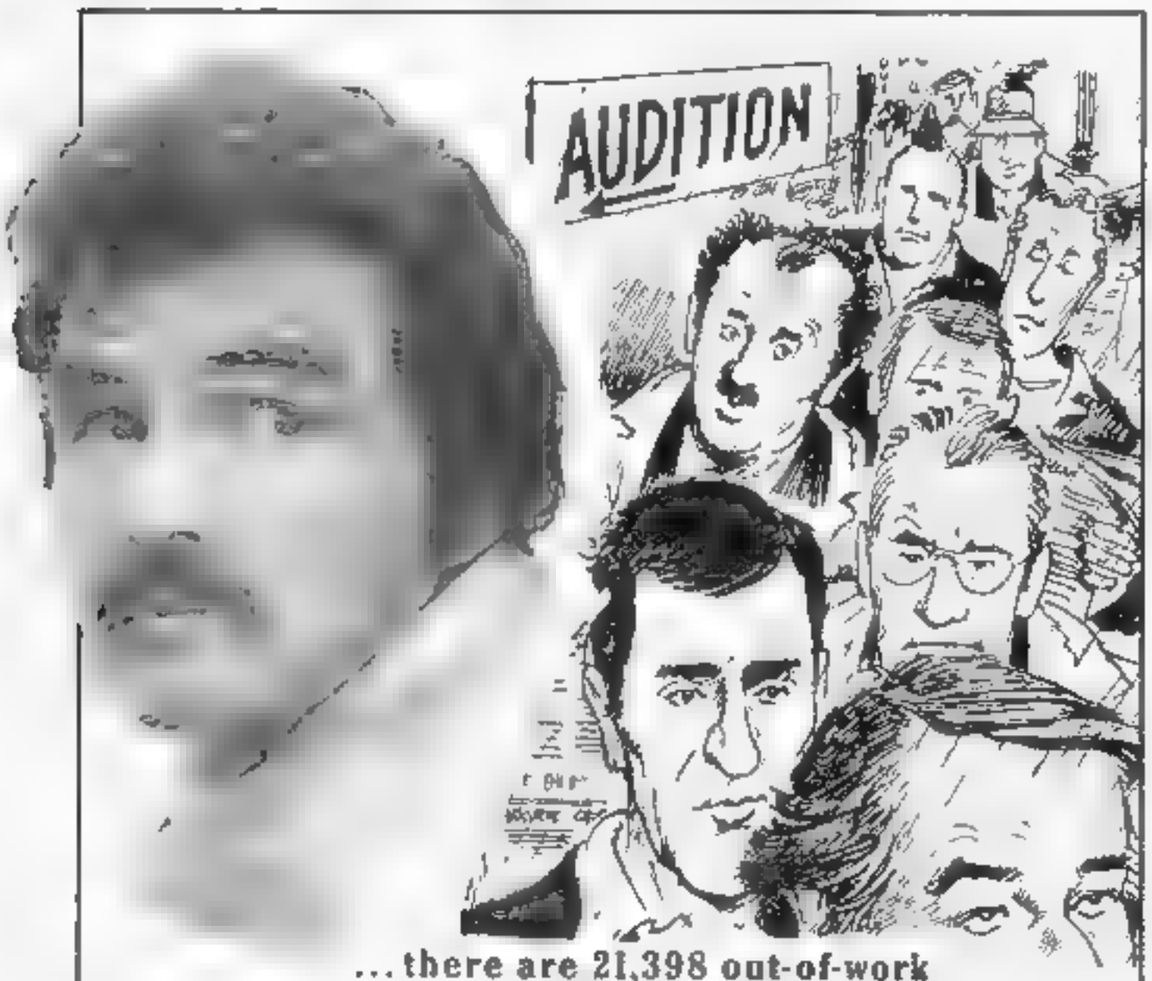
Jaffee

NO SOAP, RATIO DEPT.

This line is officially known as "Parental Cliche #238–The Career Goal Stifler." Every kid with a shred of ambition in showbiz, sports or the arts has heard it. And the most depressing thing a-

MAD'S HUMAN

For every *ONE* Burt Reynolds...



...there are 21,398 out-of-work actors all competing for the role of "Dad" on a dog Food commercial.

For every *ONE* Woody Allen...

...there are 570,329 whiny, neurotic, middle-aged New Yorkers you wouldn't pay a *dime* to see in a film.

For every *ONE* Mr. T...

...there are 8,504 big, mean-looking black guys who haven't got a chance in hell of landing so much as a guest shot on "Dialing For Dollars."

For every *ONE* Erma Bombeck...

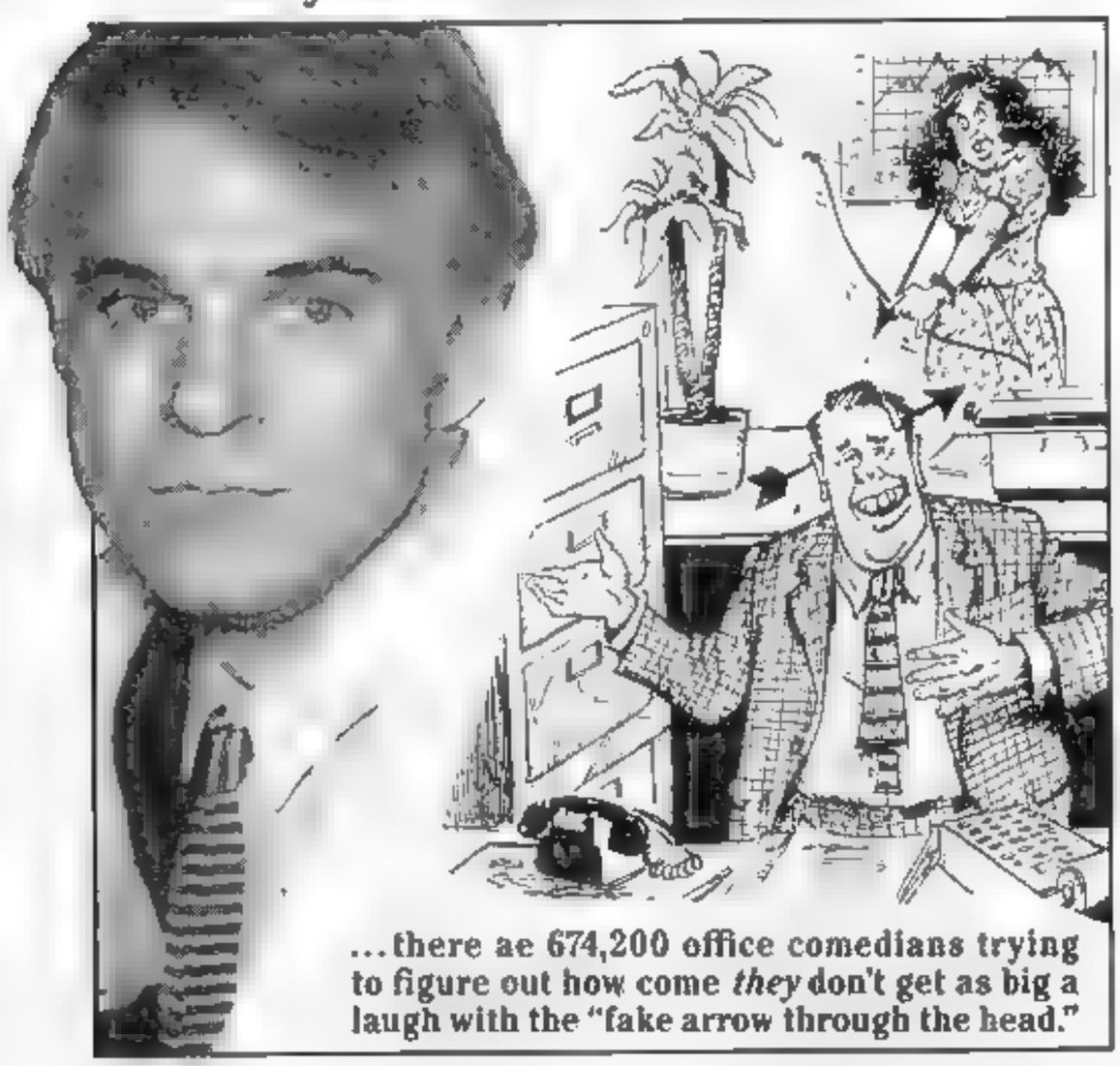
...there are 605,200 housewives hunched over their typewriters—each with her own funny theory on where missing socks go.

bout it is IT'S TRUE! Only a handful of the zillions of people with big dreams of fame and fortune will ever make it. And all we can do is offer you some precise numbers about ne'er-do-wells in...

EQUIVALENCY SCALE

ARTIST: HARRY NORTH WRITER: MIKE SNIDER

For every *ONE* Steve Martin...



...there ae 674,200 office comedians trying to figure out how come *they* don't get as big a laugh with the "fake arrow through the head."

For every *ONE* F. Lee Bailey...

...there are 132,099 lawyers who spend 8 hours a day filling out divorce papers from the back of what used to be a 7-11.

For every *ONE* Mario Andretti...

...there are 49,294 "motorheads" with a '69 Mustang, a lead foot and 2 "points" to go before their driver's license is revoked.

For every *ONE* Emmanuel Lewis...

...there are 112,388,145 *real-life* kids for whom the same smart-alecky behavior seldom earns more than a *rap* in the *mouth*!

UNITED STATUS OF AMERICA DEPT.

THE MAD GUIDE TO...

ARTIST· GEORGE WOODBRIDGE WRITER· FRANK JACOBS

YUPPIES

(Young Urban Professionals)

Buy designer clothes for their kid's Cabbage Patch Dolls.

Feed their babies strained quiche.

Hire seasonal domestics to trim their Christmas trees.

Pass neighborhood zoning laws against fat people.

Burp their Lhasa apsos.

Own "his-and-her" satellite dishes.

Back trendy causes, such as Eskimo Gay Rights.

Buy Nautilus machines in decorator colors.

Commission oil paintings of their Porsches.

Install personal computers in their Jacuzzis.

Get suicidal when their yearly income drops below the $50,000 poverty level.

Chlorinate their bird-baths.

Have their toddlers checked out for "pre-school burn-out."

Drop from their party list anyone who visibly sweats.

Are called "sir" and "ma'am" by Yullies.

YULLIES

(Young Urban Laborers)

Regard "Rambo" as an art film.

Entertain friends with "Championship Bowling" tapes from their VCR library.

Collect commemorative coins of pro wrestling stars.

Take sides watching Miller Lite commercials.

Demand absolute silence while watching "Wheel of Fortune."

Save Gallo wine labels in scrapbooks.

Regard finishing the TV Guide crossword as "bragging rights."

Have recurring dreams about rack-and-pinion steering.

Send away for the two-record collection of "Pat Boone's Greatest Hits."

Bargain-shop for lube jobs.

Consider "Doonesbury" heavy reading.

Regard owning a Sears charge card as "living in the fast lane."

Wear only their most expensive polyester leisure suit at weddings and funerals.

Are called "sir" and "ma'am" by Yuffies.

YUFFIES

(Young Urban Failures)

Socialize at Greyhound bus depots.

Look at lottery tickets as a sound investment.

Keep warm in winter by burning down their tenements.

Burglarize thrift shops.

Consider a Roach Motel an appropriate housewarming gift.

Read the "Enquirer" as a source of "news in depth."

Aren't sure if Halley's Comet is a car or a laxative.

Wear hand-me-down dentures.

Punch themselves in the head when they sleep through April.

List their street-gang membership as "Job Experience."

Regard Egg McMuffins as "nouvelle cuisine."

Take Rodney Dangerfield seriously.

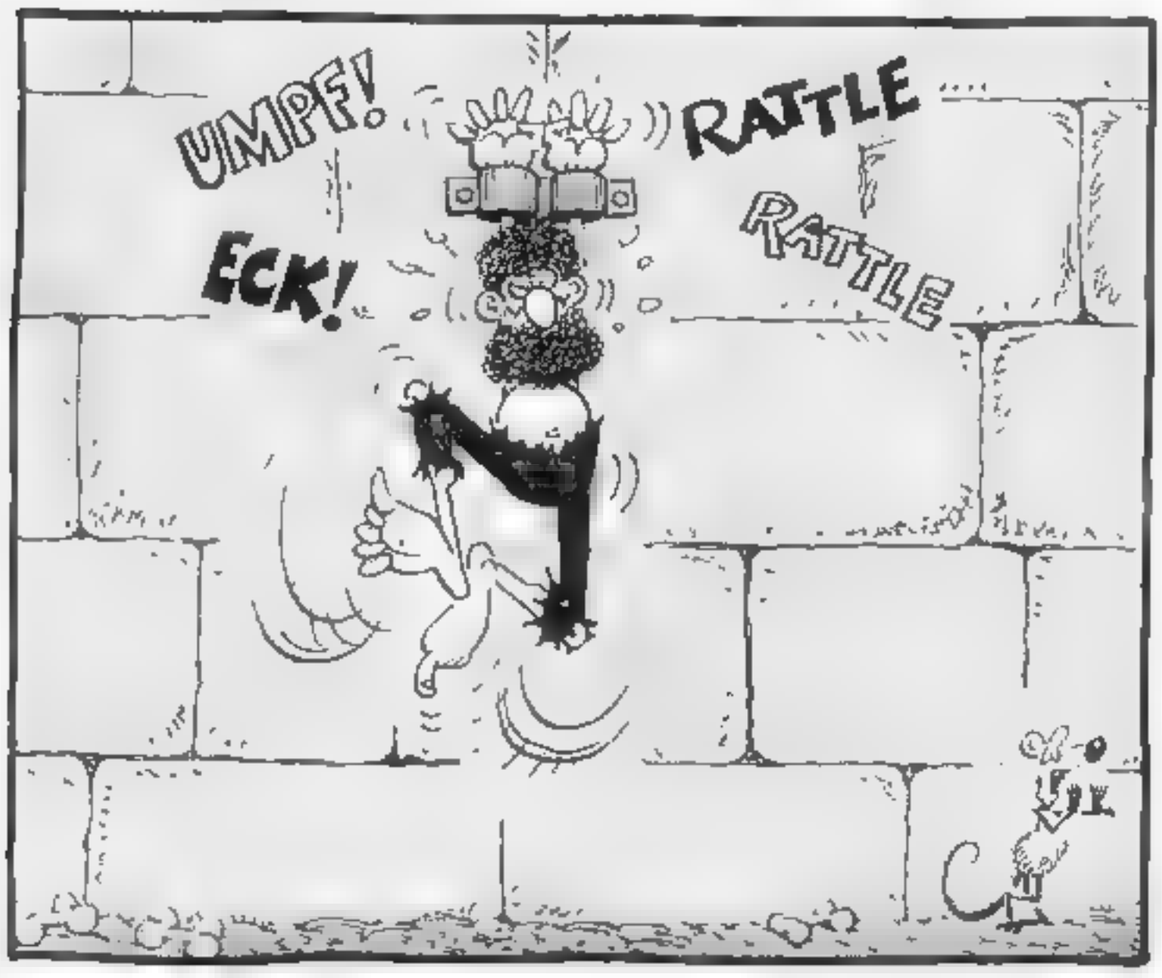
Tattoo their children for identification purposes.

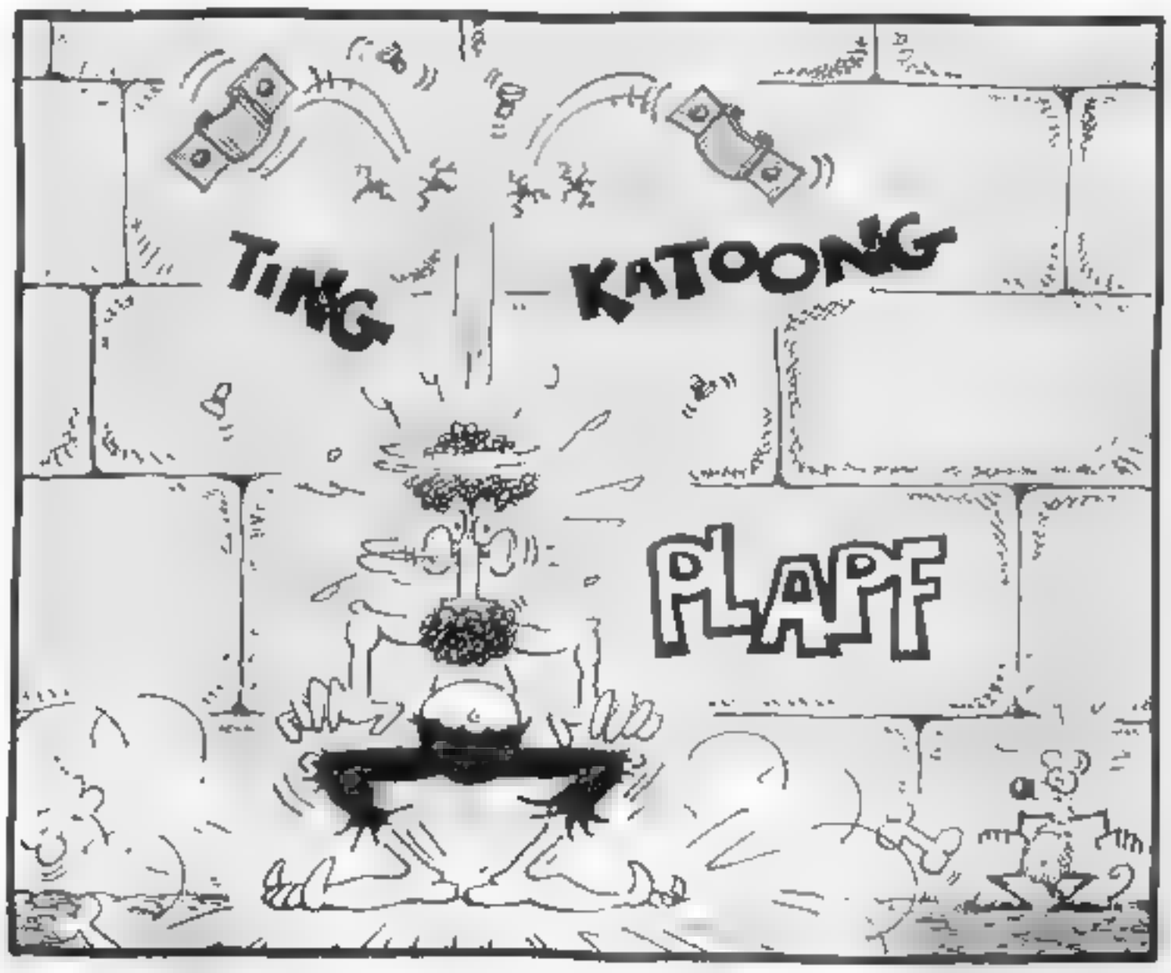
Are on a first-name basis with their local hospital blood-buyer.

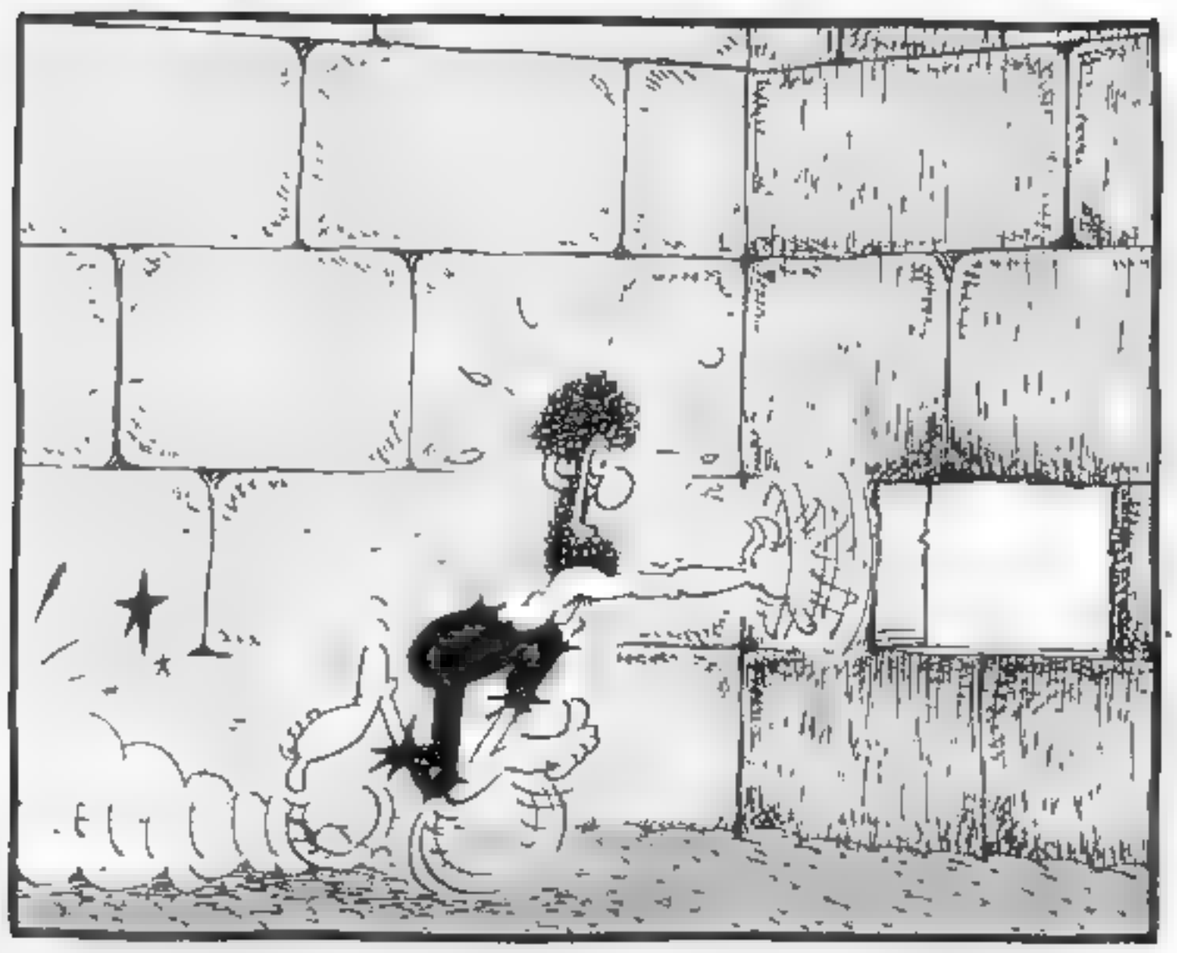
Perform taste tests with Mennen Skin Bracer and Aqua Velva.

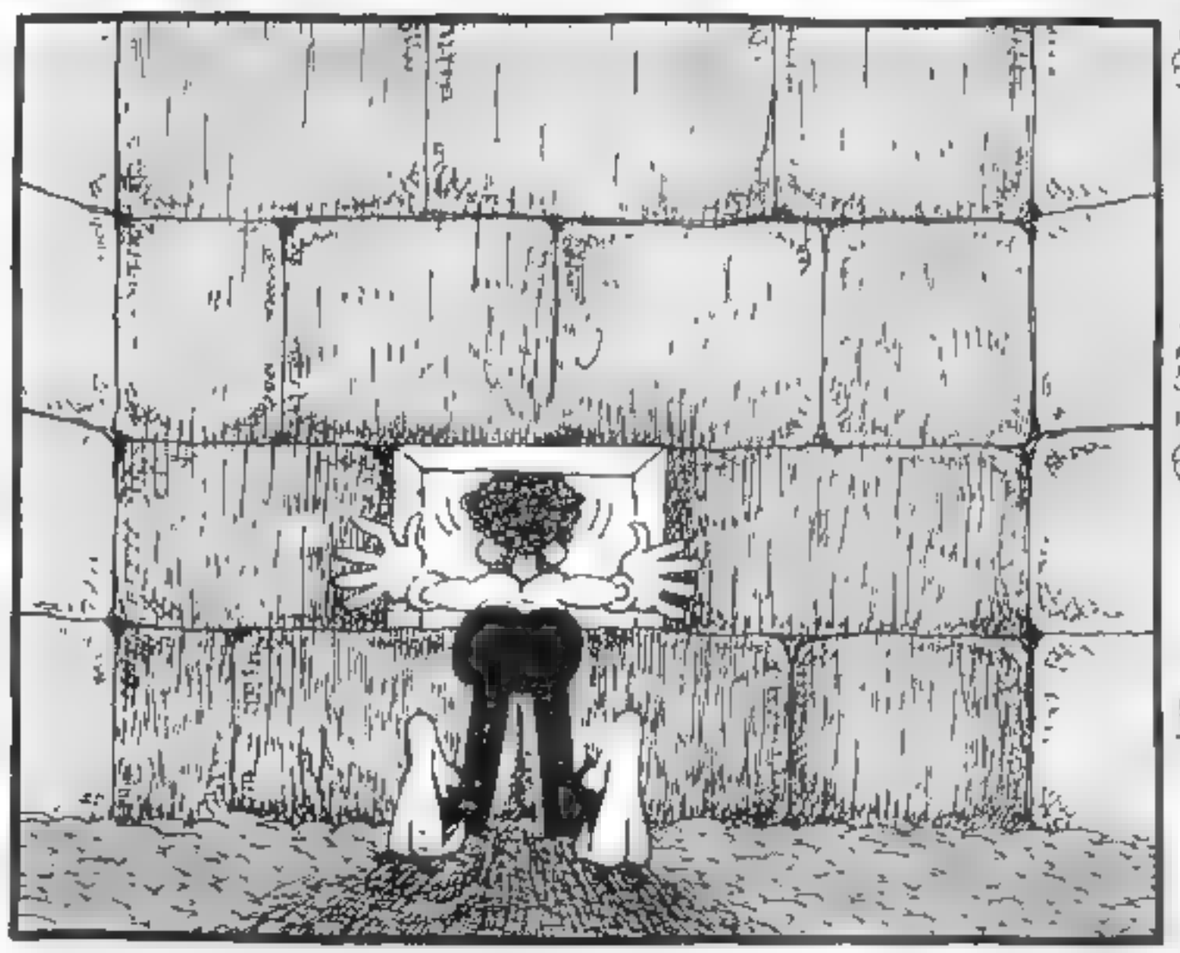
DON MARTIN DEPT. PART III

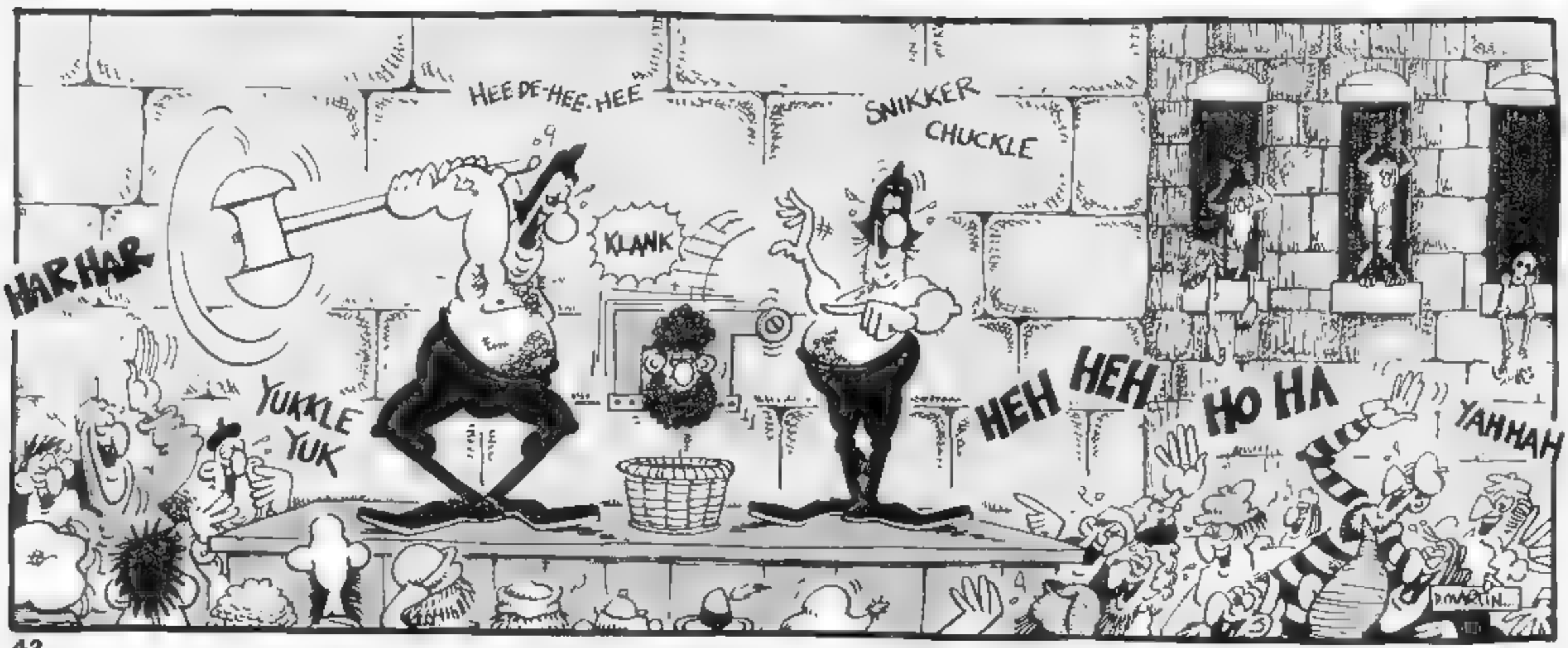
ONE THURSDAY MORNING IN THE DUNGEON











ARTIST: DON EDWING ARTIST: DON MARTIN

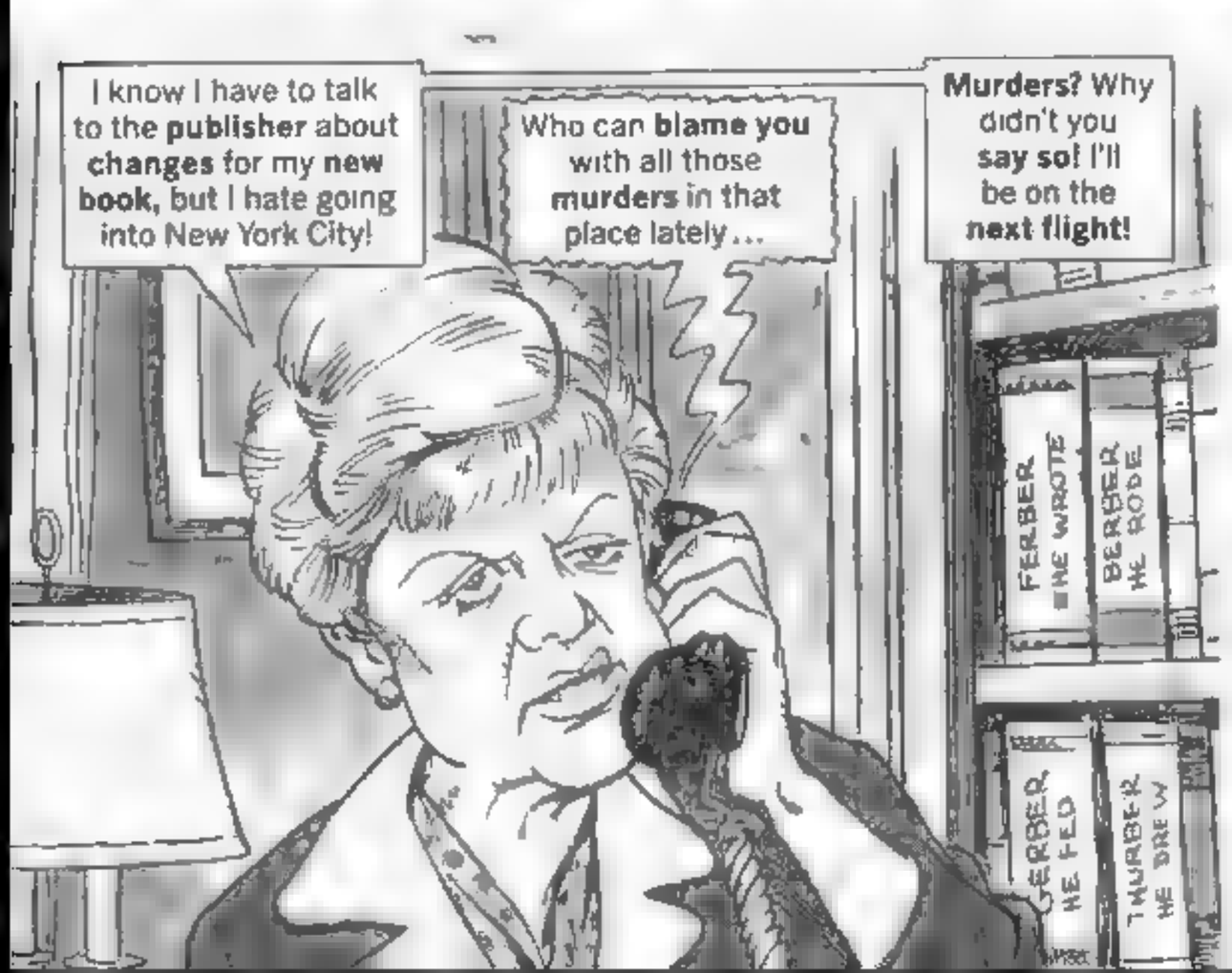
SLEUTH DECAY DEPT.

MURDER SHE HOPES

WRITER: DICK DE BARTOLO

ARTIST: ANGELO TORRES

Okay, men! Go to the 79th Street Boat Basin and arrest Bruce Bacon, the **window washer! He's our man!**
Guessagain, you're **incredible!** You **figured out** who the **killer** was in this **movie** even **before** all those **detectives** with all their **scientific equipment** did!
Oh, well, when you're in the **business,** so to speak, you pick up on those **subtle clues** that are **completely missed** by all you **less intelligent people!**
Here's your **groceries,** Mrs. Cather! Hey, is **that murder mystery** the **only VCR tape** you have? **Every time** I've been here you're **watching** that **same movie over** and **over again! Boring!**
AUNTIE MAIM'S MARKET
THE BOY WITH THE BUGLES


I know I have to talk to the **publisher** about **changes** for my **new book,** but I hate going into New York City!
Who can **blame you** with all those **murders** in that place lately...
Murders? Why didn't you **say so!** I'll be on the **next flight!**
FERBER HE WROTE
BERBER HE RODE
GERBER HE FED
THURBER HE DREW

This sure is one exciting **murder mystery!** I bet the **artist** is is the **killer...**

You're on! A free room for two nights or double the rates says it was the **window washer!**

PRIVATE EYE SORE

Guessagain, the publisher liked your new book, **"Murder on $5 a Day,"** but he said it was a bit **out of date...**

I agree! I have the **re-writes** with me!

Wonderful! Is the plot **basically** the same as before?

It's **exactly the same!** The only thing I changed was the **title—"Murder on $105 a day!"**

Now this is a really **exciting menu!** Look at all these **foreign dishes!**

They are all **American dishes,** madam—you're holding the menu **upside down!**

Hmm, may I ask what that man at the **next table** is having?

I believe he's having a **heart attack**—he just slumped face down in his cream of asparagus soup!

AL DENTE DAT HERE

Waiter, I would like a **doggie bag** to take food home!

A doggie bag? But madam, you **haven't** even placed an **order!**

I want all the **leftovers** from **that table—** everything in the **dead man's plate!**

I've had **cheap customers** before, but this is **ridiculous!**

Menu

Harry, what did you find in those **food samples** I gave you to **examine?**

Rat hair, roach eggs, rodent fur, fly wings...

That's **disgusting!** Was there enough to **kill a man?**

Naw, just the normal, **accepted amount** you find in **all food** from a **restaurant!**

Captain, is there **anything new** with that man who was **murdered** in Chick Glitz's Place two days ago?

No, but then again, what can be **new** with a **dead man?** Besides, we never said "murder," **you did!** We happen to be leaning towards **"death by natural causes!"**

Impossible! No one dies of **natural causes** when I'm **around!** Believe me, it's **murder!**

What's **your** interest in this case, anyway?

Well, sir, I certainly hold no **official capacity,** but I **do** write **murder mysteries!** That gives me **some expertise** about **searching** for **clues** and **motives** and such

Well, let me tell you there's a **big difference** between the **fiction** you write and the **facts** of **a real case!**

Yes, **I know—** all **my crimes get solved!**

WANTED

UNSOLVED CASES VOL. 26

UNSOLVED CASES VOL 18

?

Guessagain, the publisher liked your **changes,** but they felt their **team** of **editors** should make **one drastic change...**

I hope they didn't **wreck** my **work!**

No, they just changed the **title** to, **"Murder On $505 A Day!"**

For **that** they needed a **"team?"** Those poor dears are terribly **over-worked!**

Waiter, am I **mistaken,** or is that man at the **next table dead?**

My gosh— I do believe **you're right!**

Hmm, is it just **coincidental** that this is the **second time** I've eaten here and also the **second time** someone **died during** the **meal?** What are you going to **do** about **that?**

I suppose we'll begin a **new policy** where the **check** is **paid before** the meal is **served!**

The restaurant's **books** and the **background** of **every employee** have been **checked out!** I've listed **every conceivable motive!** The only **purely scientific procedure** left is to **throw** a **dart** at that **wall!**

"Wheresoever this dart shall land, that will be the guilty hand!"

OWNER

LANDLORD

CHEF

MAITRE D'

BUSBOY

ALEXIS

CRYSTAL

NIXON

Captain, we do have **"smoking"** and **"non-smoking" sections,** but asking me to install **"death"** and **"no death" sections** is totally **absurd!**

Be with you in a second! I just want to see if the **jealous husband** is the **killer!**

My instincts tell me it's the **window washer,** but that's **easy** for a **pro** like me! Let's line up **everyone** and have a **real life murder solution!**

CHEF OF THE FUTURE

Mr. Brandes, you **own** this **building!** If you could **force** the **restaurant** to **fold,** you'd be free to lease this space to a **new rental** for **10 times** the amount you're now getting!

That would make me a **dishonest landlord,** and **everyone** knows there are **no** dishonest landlords in New York so your **accusations** are absurd, **turkey!**

One turkey...

CHEF DUMB + BLIND

Mr Ames, as **head chef** who has recently accepted a **partnership** role with a **new restaurant** opening **across the street,** you might just want to **dissuade customers** from coming here so that your **own place** will **benefit!**

If I wanted to drive people **away** from here, all I'd have to do is let them know what I put into the **meatloaf!**

That's **one meatloaf!**

Chief BOY-RD

And **you,** Mr Kelbeck— weren't you given **two week's notice** last Friday? Both deaths have occurred **since** then! Perhaps **you're** trying to **get even** with your boss for **firing** you!

Baloney!

One **baloney** coming!

POT R ZEBIE

THE POT THICKENS

And what about **you,** Mr Hyman? As **half-owner** of this place, you've been trying to **buy out** your partner for 2 years! Maybe he'd finally **sell**— and for a much **lower price**— if the business **faltered** because of your **spitework...**

I've got a **Sprite working!** With **baloney, turkey, meatloaf...**

You're full of **beans,** lady!

You got that? **Beans, baloney, Sprite, meatloaf, turkey!**

Cheese-burger! Cheese-burger! No Sprite! Only **Pepsi! Pepsi!**

GRUEL DU JOUR

We need **a coffee** on table **six,** and **a coffin** on table number **seven!**

Oh, **no!** The **killer** has **struck again!** And look— The **same guy** is leaving the dead person's table **as last time!** That's a tad **suspicious,** don't you think, Captain? I'll **follow him...**

He's going into **"Funerals 'R Us!"**

FUNERALS 'R' US

IN

Boy, **Los Angeles** has really had an **influence** on the **east coast!** Look at this **list of options!** I'll **play dead** and see what this guy does!

REGULAR FUNERALS

CREMATION

CREMATION WITH SALAD BAR

CREMATION EXTRA CRISPY

What a **break!** Somebody must have just **dropped off** this **corpse!** I don't even have to **steal** one from the cremation room! I'll take her home with me until **dinner time!**

You're probably wondering how I can **afford** to take you to my **favorite restaurant!** Well, after I've eaten my meal, I just let you **fall into your plate!** Then, while everyone goes crazy because of your **"death,"** I **sneak out!** Who needs **Master Charge! Master Corpse** is a helluva lot **cheaper!**

CHEEK TO CHEEK

DETOUR

I love **murder mysteries!** I'll bet the **artist** is the **killer...**

No, **idiot,** it's the **window washer!**

Well, well—you're **still alive!** I'd better **change that** or I won't be able to **"stiff"** them for the **check!** This **injection** should do the trick...

Two for **dinner!** I hope you have **"Chicken** in the **Casket"** tonight!

You re lucky, we have **one** table left! People have been **dying** to get into **this place!**

I'll have the **beef hash!**

My God! She's **still alive!**

She **won't** be after she eats the **hash,** that's for sure!

SECTION 8

BATES MOTEL

Why aren't you **dead!** I **injected** you with **every chemical** they use to make **packaged bread!**

The **oldest trick** in the book—I used this **fake rubber arm!** Captain, **here** is your **killer!** When he couldn't **steal** a corpse, he'd go out and **make one!** Justice must be **served!**

Not by **me,** dear! This **isn't my table!**

I ♥ MOM

GOODYEAR

You'll **never** be able to **prove** anything!

Maybe **not,** but **let's go to the tapes!** I always sum up with **flashbacks** of the **show...**

No, **no! Anything** but **that!** I'll **confess** to whatever you want! I'm **guilty!** But no boring, long-winded explanations! **Mercy!**

I'M PSYCHO TOO

Well, you **did it,** Mrs. Catcher! So, in your **honor,** a **toast...**

One **order** of **toast...**

PLOP PLOP

Guessagain, I **still** can't figure out how you **knew** this guy was a **murderer!** I checked it out—he didn't even have a **criminal record!**

But he **did** have an **employment record** which showed that he once worked as a **window washer!**

So? That doesn't mean anything!

To a **police captain,** perhaps! But to a brilliant **mystery writer** like myself, a **window washer** must **always** be considered as a **prime suspect!**

CHEF CRAZY HORSE

In **honor** of your fine work, I'm going to **name** a **ham and Swiss cheese sandwich after you,** Mrs. Catcher...

Why a **ham** and **Swiss sandwich?**

The **Swiss cheese** is for the gaping **holes** in your **explanation,** and the **ham** sums up your **acting** perfectly!

SANDWICH SPECIAL

CATCHER ON THE RYE

HAM + SWISS CHEESE

MEET MARKET DEPT.

MAD'S PERSONAL ADS

A Key To Some Abbreviations Used In Personal Ads

GWM–Grubby Wimpy Man
ELN–Extremely Large Nose
PTM–Poor Table Manners
WBH–Wears Bad Hairpiece
DB–Doesn't Bathe
AAL–Argumentative and Loud
JAV–Jealous and Vindictive
PTV–Prone to Violence
EBM–Enjoys Barry Manilow
LTPTOF–Likes To Paste Things On Face
CAFWSIFTA–Can't Afford Full Words So I'm Forced To Abbreviate

Successful—(Not wealthy), full-figured (not fat) woman (not man) seeks gentleman (not lady) for quiet (not loud) evenings (not days) at home (not outdoors). Write BOX 815 (not BOX 702).

Financially Unstable Man—I owe everyone money. If you're not one of my creditors, I'd like to meet you. Send phone, mine was repossessed. Stanley, BOX 44

Striking Woman—Seeks man who likes to be struck. I have baseball bats, lead pipes and many other blunt objects. Penny, BOX 83

Practical Joker—SWF, 19, seeks man, 18 or older who will take pleasure in having water dumped on his head, unwanted pizzas and chinese food delivered to his home in the middle of the night and live mice thrown down his pants. Must have better sense of humor than my last 27 boyfriends did. Cathy, BOX 206

A Real Meat-And-Potatoes Man—Looking for a cutie pie with nice buns. I'm a bit of a ham who enjoys being buttered up. If you have a saucy personality, enjoy listening to Meatloaf and are hungry for conversation peppered with food words, lettuce get in touch with each other. Don't be a chicken! Write Chuck Steak, LUNCH-BOX 99

Idiots Need Love Too—If you enjoy walking into movies after they've started, throwing out good furniture and locking your friends in closets, we already have three things in common! Let's get together and find out how many other negative personality traits we share. Spunky, BOX 2

Striking Woman—Who will remain on strike until my union's demands are met—wishes to meet man (preferably teamster) who enjoys walking on picket lines. Write to Bess, Local 55

Physician, 35—Desires to meet that special woman with real inner beauty. Send X-rays to: Dr. Mellonchop, BOX 67

Compulsive Liar—Seeks beautiful woman to share my million dollar chateau on the French Riviera. Flatbush Max, BOX 12

SWM—Seeks SWF to tell me what SWM means. BOX 85

Large Woman Seeks Larger Man—So I will look smaller in comparison. Photos a must. BOX 84!

Handsome But Not Wealthy—Gentleman can only afford a 4 line personal ad. I'm a smart, good-looking nice guy who'd like to meet pretty, sensitive women. Call me at

Vivacious—Charming, stunning, down-to-earth, adventurous, slim, elegant, successful, witty, outgoing, sensitive and intelligent are words that don't apply to me. But please write anyway. Buxom Bertha, BOX 73

Occult Vegetarian—Ambidextrous truck-driving Republican juggler wishes to meet woman of similar interests. Zack, BOX 90

Unruly Mob—With torches seeks tall, green-skinned monster for moonlight get-togethers in bog. BOX 15

To The Woman I Saw—Wearing the Van Halen T-Shirt in the park last weekend: You're not my type so please don't call me! Phil.

Appe'ing LTF—Just ended relationship with BJN, is looking for the right EVD to share VPH with my KUG in XRZ. Must know how to communicate. Please respond BOX JSYG

Warm Sensitive Woman—25, seeks long-term caring relationship with older man owning stock portfolio consisting of Municipal Bonds, real estate holdings and petroleum futures. Must be affectionate and out of town often. Send photo and financial statement to: Goldie Digger, BOX 55

Fraknor—Warlord of the planet Zimbo, wishes to meet 4th Dimension Time Goddess to share my throne in the Vrickian Galaxy. No weirdos. BOX 7

Short, chubby—Petty, balding man looking for a date. I may not sound like much, but I've probably got the most honest ad on this page. BOX 98

I Have A Burning Desire—To meet that special someone to help me set the world on fire. Write Pyro Bob, Home for the Criminally Insane. Send photo, phone and matches.

I Am A Slim, Attractive—Intelligent and financially secure woman. I have many handsome boyfriends and don't need to waste my time and money trying to attract the ugly desperate creeps who read these personal ads. So if you write to me, I won't respond. BOX 5

Pretty Amnesiac—I don't remember what kind of person I am or what kind of person I'd like to meet. Betty, BOX 3. (Or is it Sue, BOX 9?)

Accountant—Longs to meet anyone who isn't an accountant. Stanley, BOX 62

Macy's Thanksgiving Day—Parade Balloon, 37'5", 692 pounds when inflated, wishes to meet 25 people with ropes for lazy strolls down Broadway. Serious inquiries only. BOX 427

Wealthy Businessman—Owns garlic factory, wishes to share his cozy swampside cabin and skunk farm with woman who has severe nasal congestion. Hay fever sufferers need not apply. BOX 238

Yard Sale—Many useful household items. 39 Center St. Look, I know this isn't a personal ad, but who in hell ever reads the "Yard Sale" column?

Handsome Man—Who speaks in rhyme, seeks a gal that's mighty fine. I'm wealthy smart and 43, but all my friends are sick of me. All I do is speak in verse, I say I'll stop and then get worse. So if you like a man who's dumb, write to me BOX 21.

Shy Man, 23—

Undercover Espionage Agent—29, would like to meet nice woman 18-30 for romantic, lasting relationship. Don't bother to write, I already know where you live.

Man, Nonsmoking, Nondrinking—Noneating, Nonbreathing. Actually, I'm dead. I need someone to bury me. BOX 57

Bigoted Man—Seeks ideal lady. I can't stand Japs, Jews, Coloreds, Polacks, Wops, Micks, Fags or Spics. Affectionate, warm and loving. BOX 79

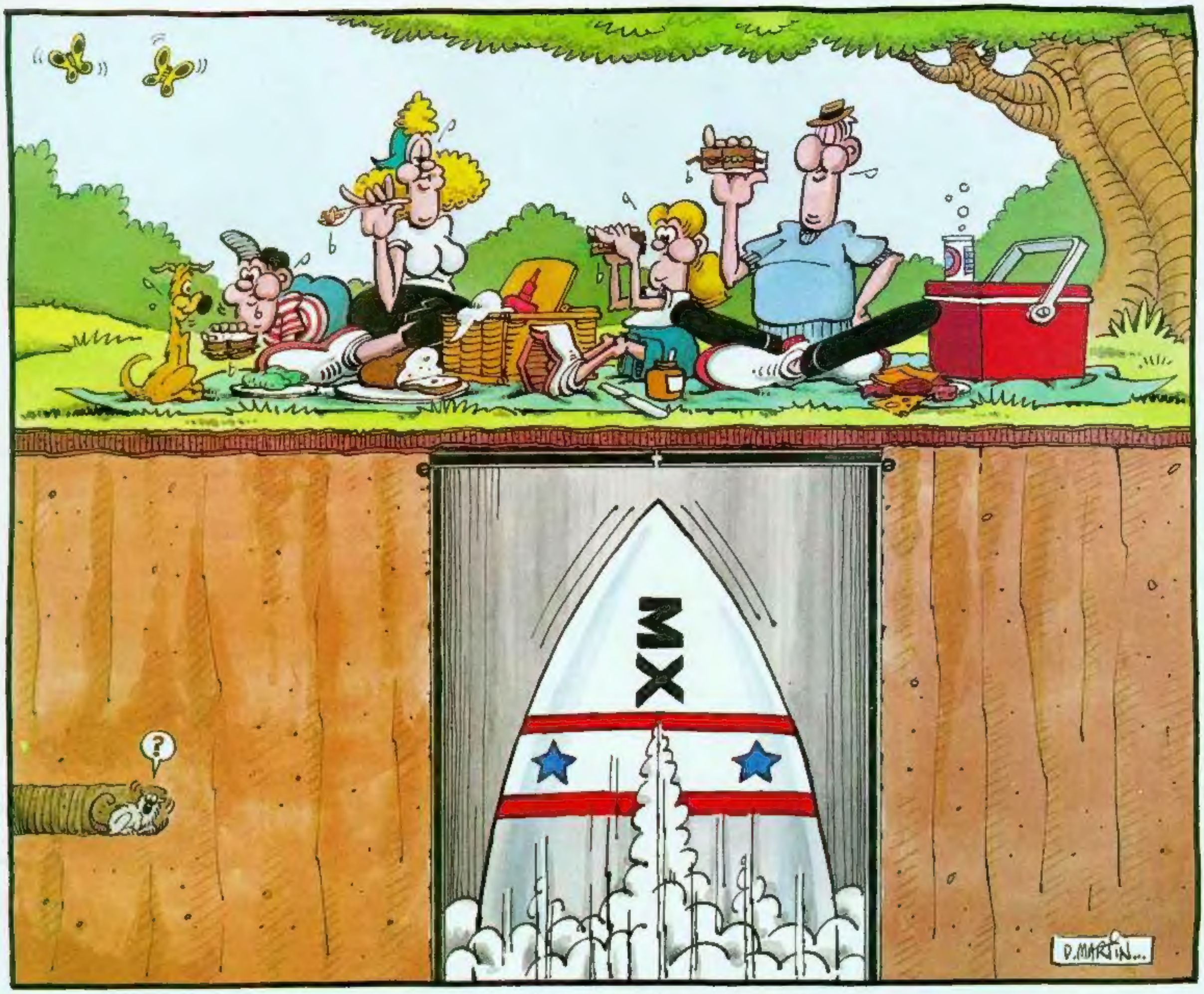
Loni Anderson Lookalike—25, self confident and emotionally stable, desires sensitive and caring relationship. Just one problem. I'm a man. BOX 606

I Don't Like Long Personal Ads—From experience, I've learned that after taking the time to read one, you still really don't know that much about the person who wrote it. It's much more effective to be brief and to the point. Long, ponderous, cumbersome ads that go on and on, never seeming to end, words heaped upon endless words, pointless sentences that offer no real information can be totally (continued on page 85)

HOW TO PLACE A PERSONAL AD:

Put your ad in an envelope along with a bank check or money order for $5,000 made out to the MAD Personals staff. If you wish to send the check or money order without including a personal ad, you have that option. It is understood that any ads we receive that sound genuinely sexy or otherwise appealing in any way will be put aside for answering by the MAD Personals staff personally. We can't guarantee any responses to your ad, but if you were as familiar with our readers as we are, that wouldn't upset you!

WRITERS: CHARLIE KADAU & JOE BAIOLA



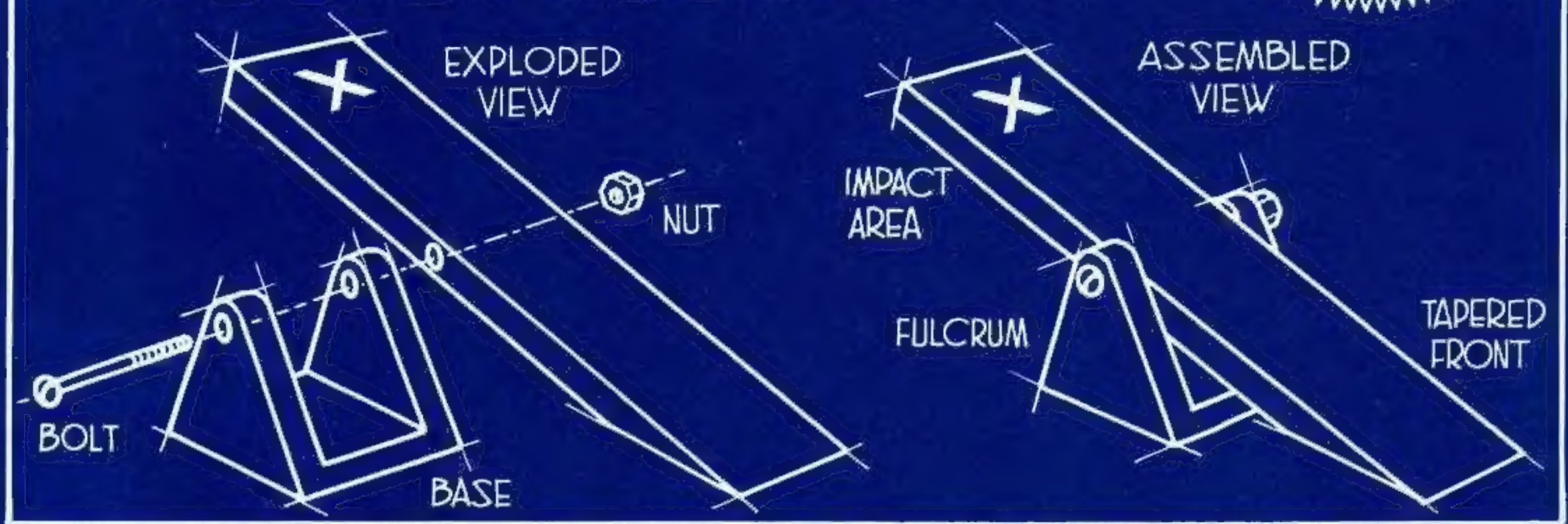
ARTIST: DON MARTIN WRITER: PAUL PETER PORGES

AND NOW, FOR ALL YOU CLODS WHO ARE ALWAYS SAYING, "*WHY DON'T THEY INVENT A BETTER THIS OR THAT...?*" HERE IS:

THE NEW, IMPROVED

MAD POOPER SCOOPER

U.S. OFFICE OF THE PATENTLY ABSURD



MOLDED IN DECORATOR COLORS, ASSEMBLED PLASTIC UNIT IS LIGHTWEIGHT AND ATTRACTIVE...FITS INTO PURSE OR ATTACHE CASE, READY FOR INSTANT USE.

MAD'S NEW IMPROVED POOPER SCOOPER OPERATES EFFICIENTLY, REGARDLESS OF SIZE OR SHAPE OF OFFENDING MATTER. THE OPERATOR MERELY NEEDS TO PUSH FRONT END OF UNIT (A) UNDER OFFENDING MATTER (B), THEN LIFT HIS LEG SO FOOT IS DIRECTLY OVER IMPACT AREA (C)

ON COUNT OF THREE, OPERATOR BRINGS FOOT DOWN WITH FULL FORCE ON IMPACT AREA (C), CREATING INSTANT LIFT-OFF AND LAUNCHING OFFENDING MATTER (B) INTO ORBIT. HE THEN DEFTLY INTRODUCES HAT (D) INTO TRAJECTORY, INTERCEPTING MATTER AND EFFECTIVELY REMOVING IT FROM PUBLIC VIEW.

WRITER AND ARTIST: AL JAFFEE